LEARNING MADE EASY

2nd Edition

Direct Selling

for dummies®
A Wiley Brand



Find connections and make the sale

Harness the power of social media

Earn success in a fast-growing industry

Belinda Ellsworth
President and Founder of
Step Into Success



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2nd Edition

by Belinda Ellsworth
President and Founder of Step into Success

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Published by: **John Wiley & Sons, Inc.,** 111 River Street, Hoboken, NJ 07030-5774, www.wiley.com

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Published simultaneously in Canada

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Library of Congress Control Number: 2022939490

ISBN: 978-1-119-85865-2 (pbk); ISBN 978-1-119-85866-9 (ebk); ISBN 978-1-119-85867-6 (ebk)

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TABLE 20-1 What Your Recruits Need to Know

Introduction

Welcome to the revised version of *Direct Selling For Dummies.* When Wiley Publishing first reached out to me almost eight years ago to write a book about direct sales, I was extremely honored. I'm humbled by how many people have read this book and have experienced much success. When it became a best-seller in one week in four countries, I was over the moon.

Now, seven years later after its launch, and the past two years experiencing a pandemic, the industry has undergone an accelerated amount of change. In my 35+ years in the industry, I've never experienced so much change so quickly.

I felt it was a great time for an update to reflect the current strategies that people within the industry are currently using to succeed. Much of this reflects the increase with online presence.

Despite what you may read on Facebook, creating and maintaining a successful direct sales business involves a lot more than posting product shots and waiting for results. Direct sales is like any other business — it requires having the knowledge and applying it; in other words, it takes work. But the benefits of increased income, flexibility, recognition, and personal growth all are worth it.

Because you picked up this book, I assume you want to find out more and are ready to take a chance on *you.* This step-by-step guide can help you navigate this industry and its endless potential. Congratulations on taking the first step. I'm here for you every step of the way so you can be as successful as you want to be.

About This Book

Direct sales companies do their best to provide their reps with relevant information about the industry and training resources to help them succeed. But until now, there's been no book or guide out there like this one, simple and comprehensive. No other book takes you from the beginning of your direct sales journey all the way through to success. This book is full of my training on every aspect of the business, from holding your very first event or appointment to reaching and even

exceeding your financial goals.

This new edition specifically addresses the following points:

- How to be successfully self-employed
- Why mindset is equally as important as skill set
- A deeper dive into social media strategies and marketing online
- How to conduct effective online events that get results
- How to follow up using your Customer Community Group

Keep this book on a shelf in your office or somewhere nearby. You can reference it whether you're struggling with filling your calendar, recruiting new team members, increasing sales, working with a team member, or whatever challenge you're facing.

Foolish Assumptions

I can't presume to know your hopes and dreams. However, I make a few assumptions about you, my dear reader:

- You're interested in earning income from home while running your own business and staying as busy as you want.
- You may not know what company you are interested in, whether you prefer the Social Selling or Network Marketing models, or you have little experience with this industry.
- You have a vision of a better life for yourself, and you want to chase your dreams, better your family situation, and experience personal growth.
- You're looking for a little something (or a big something) to finally call your own.
- You're motivated and a self-starter.

If you decide to go ahead and take the plunge, get ready to change your life. Whether you're looking for extra income, flexibility, or a business to call your own, there's something here for everyone. Whichever of these assumptions speaks to you, this industry can help you, and so can this book.

Icons Used in This Book

I use icons in the margins that serve as small signposts in the following ways:



TIP Tips contain nuggets of useful, practical advice earned from years of experience in the field and training representatives.



REMEMBER Text next to this icon is stuff you should keep in mind for future reference.



WARNING This icon serves to alert you to things that could cause trouble or cost you time. It helps you avoid common but costly mistakes.

Beyond the Book

Here are a couple resources I suggest you check out beyond this book:

- **Cheat Sheet:** This book also comes with some access-anywhere goodies online. No matter how long you've been in the direct sales industry or how great your leader or company is, you'll likely come across a few questions where you require extra help. Check out our free Cheat Sheet at `www.dummies.com` for some additional references you can bookmark to keep handy. (Just search for "Direct Sales For Dummies Cheat Sheet.")
- **My company's website:** After having been in this industry for more than 35 years and worked with hundreds of companies and literally thousands of independent representatives, I'm confident that my

company, Step Into Success, offers some of the best resources for training and consulting in the industry at www.stepintosuccess.com.

This book offers so many of the basics for the direct sellers. In addition, my website offers an array of programs that focus on follow-up, host coaching, and my proven time management system the Power Hour. You can also find resources on The Five Priorities of a Successful Leader, how to plan and execute interviews and opportunity events, Camera-Ready Confidence, and so much more. Whether you're new to direct sales, looking to revive your business, or want to take your successful business to the next level, I have a collection of training programs that will help you succeed.

If you're a leader searching for training to help motivate your downline or a corporate representative looking to add valuable industry training at your next event or convention, live-event training is for you!

One of my best tools is my Planner for Direct Sellers. When combined with the Gratitude Journal, Leader Planning Guide, and accessory bundle that compliments it, you have a complete business system.

I provide consulting for direct sales companies to assist them with training programs and guides, compensation plans, incentives, weekly conference calls, and webinars. I also provide personal coaching for the executive team.

Where to Go from Here

You may be thinking, *if I can start anywhere, where should I start?*

This book wasn't designed to be linear. It's a friendly reference, not a tutorial, which means you can start or stop wherever you please. Take a look through the table of contents or index to discover the areas that

interest you most. Or check for the sections that cover the topics you need the most help in.

If you're new to direct sales, the beginning is a great place to start. You'll get some info on what type of company may be best for you and your situation, and you can check out my new representative checklist. No matter where you start, I hope you have fun exploring the book and soaking up my 35+ years' worth of direct sales knowledge and expertise.

Part 1

Exploring the Direct Sales Industry

IN THIS PART …

Find out how direct sales works so you can see whether it's a good fit for you.

Discover how to choose the right company to fit your lifestyle.

Recognize which direct sales model is right for you to find your perfect side hustle.

Chapter 1

Examining the Direct Sales Industry

IN THIS CHAPTER

- Grasping a clearer picture of direct sales
- Checking out the three types of direct sales models
- Getting off to a great start with a checklist
- Working on the right skills to succeed
- Viewing ways to work your business

You may have been drawn to start your direct sales business for any number of reasons, or perhaps you're still conducting research before you move forward. Either way, I welcome you to direct sales, a distribution model that has changed many lives.

Direct sales or *direct selling* refers to the sale of products or services away from a fixed retail location. These products are marketed and sold directly through independent sales representatives, also known as consultants, presenters, distributors, and a variety of other names.

Direct sales reps aren't employees of the direct sales company. Rather, they're independent business owners who enjoy all of the benefits of being self-employed with the added perk of being a part of a company that handles operations like shipping, product development, marketing, and more.



REMEMBER You're in business for yourself, not by yourself.

Direct selling gives both men and women the opportunity to be in business for themselves, add to their families' incomes, and help create the life they have always imagined. The direct sales industry is filled with success stories from stay-at-home parents paying for dance lessons, retirees seeking extra income, and families buying their dream home. Whatever your goal is, direct sales is probably an industry that can help get you there.

Was your mother a Tupperware lady when you were a kid? Did your neighbor sell Avon? Did your family know an Amway millionaire? Even if not, you're probably quite aware of some of the legendary companies that have used this network style of marketing their products. Direct sales companies include some major household names and global brands nearly as familiar as Coca-Cola, McDonald's, General Mills, or Kraft. Here are a few examples:

- Beach Body
- Cutco
- Mary Kay
- Pampered Chef

You may have noticed friends on social media posting about making extra money, earning free trips, or perhaps even quitting their day jobs. Plenty of people have been successful with businesses like these. Regular people just like you continue to build thriving businesses in direct sales today.

You may be interested in starting your business to generate extra income while working part time — or maybe you aim to ultimately rely on direct sales as your primary income. Or you could be like a lot of people who have fallen in love with a product, watched a friend or acquaintance work their business, and decided that you, too, want to earn free product and some income by sharing something you're passionate about. If you're like the vast majority of people who join direct sales companies, your reasons may involve a combination of these possibilities.

The world of direct sales has been very significant in my life for more than 40 years. I'm sincerely grateful for all it has provided me and my family. The income and rewards of direct sales companies have afforded me a lifestyle I couldn't have imagined and have led me to treasured lifelong friendships.



REMEMBER The direct selling industry can help you achieve what you want out of life. The details of what *a better life* looks like are completely up to you.

But how does direct sales work, and what does becoming an independent direct sales rep involve? This chapter serves as a jumping-off point to the world of direct sales and explains what you need to know to have a better understanding of this opportunity.

Understanding How Direct Sales Works

In direct sales, the products are sold by *independent representatives,* not employees. These salespeople purchase a business starter kit to join a direct sales company. A *business starter kit* typically requires a low-cost fee for materials, the details of which differ among companies. This starter kit often includes products that you can use personally or use to showcase at online or in-person events. This kit includes necessary paperwork and training materials that will help you get your business off to a fantastic start. This purchase, along with signing the company's standard agreement, sets you up as a member or independent representative.



REMEMBER As a rep (or consultant, or brand ambassador, or perhaps another title, depending on the company), you're an independent contractor who works on a commission-only basis, running your own small business. Because you're truly independent, you don't report to a supervisor. You set your own hours. You decide when, whether, or how often you will work. If you feel like it, you can increase your efforts and earn more money — in effect, giving yourself a raise — or you can pursue advancement with a new title. With direct selling, all career titles, promotions, and pay raises are based solely on production.

You are independent, yes, but you also have a built-in support system from the company and from your team. You're part of a team of other independent representatives who have a vested interest in your success — your *upline*. Your upline includes your *sponsor,* the person who helped you join the business (whom you get placed directly under in terms of organizational structure), along with other experienced people whose businesses are connected to your business through a sponsorship line. These upline mentors can really help you. They know how to create success in the business and have sponsored many other independent representatives. Because they already know how to sponsor, they can show you how to do the same. Your access to this mentorship is built in to the direct sales business model.

In addition to being taught how to sell products, you'll be trained on how to meet people outside your own personal circle to sell products to and how to introduce people to the benefits of becoming a representative as well.

You can feel comfortable turning to your upline for support because the business model pays them commissions based on the success of the people in their sponsorship line. They're eager to see you succeed and they understand the details of your business better than anyone. Your success contributes to their success, so they have an incentive to provide you access to the tools and information you need to run your business well.

Direct sales offers the average person a way to earn income with an established business model and a marketable product line. It works almost like a mini-franchise without the initial investment. It can cost a new business owner tens of thousands or even millions of dollars to open a brick-and-mortar franchise like a donut shop or fast-food restaurant. With direct sales, you benefit from your affiliation with a company that has created the concept, conducted research and development, incurred the manufacturing costs, and invested the money in starting the larger business and brand. This provides you with a low-risk opportunity to earn more money than you could realistically by starting from scratch alone.

The company also absorbs the ongoing expenses of warehousing the product, developing new products, creating marketing materials, complying with government regulations, and taking care of a number of other high-ticket costs that you'll never even have to think about, let alone be responsible for. This arrangement removes some headaches for you and eliminates the need to hire a staff of your own or become an expert in these other areas. When things work well, reps can focus solely on marketing the products, taking great care of their customers

and teams, and recruiting new people into their teams.

So, what's in it for the company? Independent reps are the sales and marketing arm of the company, and the company only pays commissions for actual sales. Instead of paying for advertising and other expensive marketing, the company only pays the independent sales force after a sale has been made. That's appealing to companies, especially when they have products they believe will do better with word-of-mouth advertising and live demonstration.

Recognizing the Three Different Direct Sales Models

Since the disruption of COVID-19, a tremendous amount has changed in the direct selling industry. Today, there are three types of direct selling, which I introduce here (Chapter 2 dives deeper into the ins and outs of these models):

- **Network Marketing:***Network Marketing* refers to a company structure designed to move consumable products through a network of independent reps, through both personal use and sales to end consumers. When a Network Marketing company is building its sales force, it's focused on building a network of consumers. The company doesn't distinguish between those who join as independent representatives to earn money and those who join merely for a discount on their personal products. Examples of companies that use the Network Marketing model are Isagenix, Plexus, and Modere.
- **Social Selling:** This model is done in a couple of ways:
    - Products are shared directly to consumers either in person or online through various social media platforms.
    - Products are sold to groups of people who have been gathered together by a host they know personally, either in person or virtually (online). These types of gatherings have typically been referred to as *parties*. However, in recent times, most refer to them as *events*.

  Examples of companies that use the Social Selling model are Thirty-One Gifts, Pampered Chef, Scentsy,

Mary & Martha, Grace & Heart, and Color Street, just to name a few.

- **Influencer/Affiliate Marketing:** This model is about marketing and innovation and attracting and developing affiliates, distributors, and customers. This typically happens through social media and algorithmic marketing. With affiliate marketing, a company compensates a third party to generate traffic to a particular location online, for example their website. The result is that some of that traffic may turn into leads. That third party is called an *affiliate,* and they receive compensation (such as a commission fee) if one of those traffic leads uses their link to purchase products from their site. Examples of companies that use this model are Tate + Zoey, Red Aspen, and Hugh & Grace.

Walking You through Your First Steps in Direct Sales

I devote much of this book to helping you work through the many details of direct selling, and I devote whole chapters to explaining the many facets and supporting you in making decisions.

Say for a second that you've picked your product and company and have decided to join. What happens then? What are you in for? The following sections explain the steps you can follow as you begin your new business.

You may feel confused or overwhelmed. Don't worry. That's why I wrote this book. Most people join a company and then ask themselves, *What do I do first? What does this jargon being thrown around even mean? And what do I really need to know, right now, to get moving so I can earn some money?*

That's where you can use the following information. Come back to it if you begin to feel lost. You'll have a shorter learning curve and feel more confident if you pay attention to these lists, read the related chapters in this book, and seek additional guidance and training from your company — and especially from your sponsor and your upline.

Waiting for your kit

While waiting for your kit, do the following:

- **Get a planner or calendar big enough to write in.** That's where

you'll schedule your meetings, appointments, and events. The Planner for Direct Sellers is absolutely one of the best designed for the industry. Chapter 5 discusses the way you can use a calendar.

- **Mark all the dates that you want to work for the next two months and add any personal conflicts to your calendar.** If your goal is to work Tuesdays and Thursdays, then put a star on each of those dates. This will help you offer dates to clients who want to schedule events or appointments with you.
- **Schedule your launch event.** Your *launch event* is an event you host yourself that will launch your business to your family and friends. For best results, you'll schedule two launch parties within three days of each other. Your leader or company may have a group launch event scheduled for new reps. Chapter 7 talks about launch parties.
- **Make a working list of people you know.** Focus on adding 50 to 100 names and their contact info. See Chapter 8 for help on creating your list of 100.
- **Post your plans on Facebook and other social media and tell your friends and family how excited you are about your new business.** For more information on how to utilize social media in your business, head to Chapters 10 and 11.
- **Invite as many people as you can to your launch event(s).** Check out Chapter 7 for more information.
- **Schedule four to five additional events or appointments in a 30-day time frame.** In this case, ask people who can't attend your launch event to host one of their own. See Chapters 7 and 8 for more information.
- **Invite a friend to start a business with you.** Statistics show that when you start the business with a friend, your chances of success are much higher. See Chapter 18 for more on recruiting.
- **Set up your personal website that your company provides.** Your company will provide you with step-by-step instructions on how to do this. You'll be able to share this website with your customers and use it for marketing purposes. Customers can order directly from your website and find more information on hosting a party or joining the business.
- **Get to know your virtual office.** Your virtual office is the portal your company will provide where you can place orders, access training, and get other company information. Don't get

overwhelmed by your virtual office. Ask your leader to walk you through placing your first order and navigating your way.

- **Set up a space that you'll use as your personal office.** See Chapter 5 for tips on organization.
- **Attend one or more of your sponsor's or leader's events or interviews in your area.** Learning from others who are already experienced in this business is a great way to become more comfortable with the presentation, selling, and recruiting aspects.
- **Create an outline for your events.** See Chapter 15 for more details.

Taking action after you get your kit

After your kit arrives, do the following:

- Set up your kit display and take a photo. Post it on social media to show your friends and family.
- Familiarize yourself with the catalog and products.
- Place your first order.
- Order additional business supplies.
- Set up your kit and practice your presentation and invite someone to come over to help you get some practice. Your presentation will include your product demonstration as well as the other elements of a successful event, like the opening talk, booking talk, and closing. For more information on all this, see Chapter 15.
- Open a separate checking/savings account for your business.
- Invite more friends to try the business with you. Recruiting or sponsoring new team members is usually a component of your company's Fast Start program. You should be able to attract new recruits from your launch party and other parties (Chapter 18 has more on recruiting).
- Familiarize yourself with your company's new consultant rewards program. This program is designed by your company to help you succeed in your first 90 days of business.
- Familiarize yourself with your company's compensation plan. Your leader will be able to help.
- Discover how to coach your first host. Check out Chapter 14 for more on host coaching.

MY INTRODUCTION TO DIRECT SALES

I was bitten by the direct sales bug at a young age. When I was 14, my mother was invited to a Mary Kay cosmetics party, and I really wanted to go. Most likely, she was looking forward to a nice evening spent with other adults, because she said I couldn't come. But as a teenage girl, I simply couldn't resist the appeal of makeup and a party, so I hopped on my bicycle and rode over to her friend's house. My arrival was perfectly timed — it was too dark for her to send me home alone on my bicycle.

The Mary Kay director (a leader in a direct sales company) quickly assessed the situation and graciously asked me to be her special helper for the evening. Apparently, she was pleased with my assistance, because at the end of the party she asked whether I would be interested in helping her a few days a week after school. Of course I said yes. At the time, I had no idea that accepting that part-time fun "job" as well as meeting company founder Mary Kay Ash a year later would lead to a 40-year-long career working in direct sales, as an independent representative just like you, in corporate roles, and as a sought-after speaker, trainer, and expert.

I love this industry, and it's my pleasure to share its power with people like you and help you experience as much success as possible by providing practical training, specifics on how to grow a successful business, and tips on what to avoid on your business journey.

Recognizing Why Direct Sales Models Succeed

Direct sales models are successful because they offer the company an opportunity to market products directly to consumers. In direct sales, the products are sold by *independent reps* who aren't employees. These reps are independent contractors who work on a commission-only basis.

Because the independent reps are the company's sales arm, the company only pays commissions for actual sales. Independent reps are also the main way the company advertises and markets its products. Many traditional companies with ordinary sales channels utilize social media, for example, to help increase brand and product awareness. But direct sales companies don't use typical advertising strategies like radio or TV to market their offerings. Direct sales companies mainly utilize

their reps to help market their products because they believe the products will do better with word-of-mouth advertising and in-person demonstrations.

These sections examine a bit more what makes direct selling different and the different types of products and services sold through direct selling.

Selling unique products

As you explore the different products available through direct sales, you'll find that the products are often positioned as cutting-edge, unique, made from superior raw materials, and basically better than products that are available in stores. Although that may not always be the case, generally speaking the products do stand up to scrutiny and tend to inspire a type of super fan convinced of the supremely high quality of each product.

Furthermore, direct sales product lines often are the first to bring new ideas to market. The companies are often led by mavericks or risk takers who are looking to get out ahead of the pack and incorporate the latest research and the newest ingredients. People in this distribution model who have been laughed at in the past are the same people who first brought things like superfoods, vitamins, healthy energy drinks, and supercharged, nutrient-enriched shake powders to market. All of these things are now, of course, carried widely in health food and grocery stores around the country and are no longer considered *fringe*.

There's also a lot of truth to the cost-savings and cost-reallocation made possible by skipping the middle man and delivering your products direct to the consumer through *volunteer* sales people (independent representatives). Rather than pay a big portion of company revenue for advertising, which, studies show, continues to have less and less real impact on consumer decisions, these companies can and do spend a higher percentage of their budgets on creating high-quality products through product research and product development.

Identifying types of products and services

Combine products that are typically superior to what's available elsewhere with a sales model that leverages social connections, and you have a social selling model that has been proven to be very effective and profitable over time, for both the companies themselves and the independent representatives who build businesses with them.

Today, you can find a vast array of products and services sold through direct sales. Here are some popular products:

- Cosmetics, beauty products, and skincare products
- Clothing and fashion
- Food and wine
- Home decor, including candles and fragrances
- Jewelry
- Kitchen items and cookware
- Nutritional supplements and diet aids
- Organizing and scrapbooking supplies
- Personal protection
- Romance and relationship enhancers
- Tools for home repair
- Weight management and workout supplies

And it's not just about products. Services sold through direct sales can include the following:

- Utilities and energy
- Financial planning
- Insurance products
- Legal products
- Personal business services
- Telecommunication

Those lists are just a sampling. There are hundreds of categories of items you can market or purchase through direct sales companies.

Identifying Needed Personal Attributes and Skills

Succeeding in direct sales calls for a certain combination of personality traits and skills. Despite their apparent differences, the same personality traits and skills come in handy with all three of the business

models:

- Resilience and persistence
- Strong work ethic and discipline
- Ability to accept rejection and work outside your comfort zone
- Enthusiasm

Beyond those generally applicable traits, you'll find that possessing or cultivating many other skills and talents will be of immense help to you in direct sales. This section discusses those and why they're important.

Belief in the product

A complete and authentic belief in the product you represent is imperative. Without that, your skills will fail to convince others, and the experience will be so lacking in satisfaction that it will all feel like hard work.

Vision and goals

You need a clear and specific vision of what you want to achieve with your business. And you need to define, in writing, your income goals, production goals, progress up the company ranks, and what having this business will do for your life and how it will feel (read more about this in Chapter 5). You'll hear people refer to this as your *why*. Having this strong *why* will help you overcome the challenges you will inevitably encounter.

Superior communication skills

If you're naturally a great communicator, you're in luck. But even if you're not, if you're determined, you can significantly improve your communication skills and reap the benefits in your life and in your business. This includes becoming a better listener who asks questions to gain clearer understanding; a better connector, because people do business with those they know, like, and trust; and a better presenter, because being able to demonstrate your products or explain your opportunity with confidence is essential.

Patience

Rome wasn't built in a day and regardless of the model you choose (see Chapter 2 for a rundown on the three different direct sales models), gaining mastery and building your business so that it provides a steady, reliable income takes time. In Network Marketing, people often give up

too soon, because their small initial checks make them feel unsuccessful. In Social Selling and Influencer Marketing, a lack of patience often leads to frustration because achieving a rhythm of events booked and getting better at consistently running them will take time, as well. People do get better at the activities of their businesses, but there is no substitute for practice — and practice takes time.

Patience is also helpful in your interactions with customers and prospects. Statistically speaking, it takes seven exposures before someone makes a buying decision. Learning to feel calm during this process can be a great help.



REMEMBER The *yes* you're looking for can feel like it takes a long, long time. The more you practice some detachment to the outcome and just stay the course and maintain patience, the more enjoyable your business will be.

Interpersonal skills

You should have a desire to build relationships with others, including your new contacts, event guests, hosts, team members, and recruit leads. The better you are at working with others and building relationships, the further you'll go in any business, and the better results you'll experience.



TIP When you put relationships first, business follows naturally — sometimes directly, and sometimes through referrals.

Presentation skills

In Social Selling and Network Marketing, in addition to doing product presentations, you'll also do presentations designed to encourage others to become team members and, of course, host future events.



TIP The key to great presentations is *to be brief*. The primary

reason people attend an in-person or online event is to socialize with their friends or engage with others, all while shopping and having a fun time.

You can review a standard event presentation in Chapter 15. Practice is key when it comes to presentation skills.

Although the Network Marketing model relies on tools to make these presentations, as you build a team you'll be called on more to present to groups. You'll also present via Zoom or a three-way call to your team member's prospects. Developing solid presentation skills is valuable in that model, too.

Ability to recognize buying cues

To succeed, being able to recognize small, telltale signs that someone is interested in exploring opportunities to purchase, join your team, or host an event is important. Often, people won't directly ask for more information on hosting or joining the business. Instead, they may simply *lean in* to listen intently as you mention a benefit. Or they may ask you about how much time you spend on your business or how much money can be earned. Sometimes, the clue is as subtle as offering to help you collect your demonstration products and put them in your car, connect with you on social media, or even just sit next to you at a luncheon.



TIP In general, when someone gives you a conversation opener, they're exhibiting interest. And, as tempting as it is to let all your enthusiasm show, you'll find that your best results occur when you give small pieces of information in an upbeat manner and avoid overwhelming them.

Customer care

More of a scheduled habit than a skill, customer care is crucial, nonetheless. You want to build relationships with your customers. To do so, contact your customers and ask how you can serve them. What you're also doing is reading their temperature. Start these conversations by asking how they're enjoying the products they purchased.

In following months, offer them products they may be interested in for themselves or for upcoming holidays. At least twice a year, offer them

the opportunity to earn free or discounted products by hosting a fun shopping experience for their friends. You can provide most customer care through your online customer community, although personal connection is invaluable.



REMEMBER These periodic conversations keep you connected to your customers and provide them the opportunity to share their product testimonials with you, express interest in your income opportunity, or provide you referrals.

Chapter 17 talks in detail about providing excellent customer care.

Technological aptitude

You don't need to be a computer geek, but companies are turning to technological solutions more and more. Currently that means e-commerce, mobile phone apps, and leveraging social media at the corporate level — and encouraging their independent representatives to do the same. They're using apps, running webinars, and conducting online conferences. Some companies even boast that you can "work your business from your phone." To keep up, you're going to need to plug in and connect online. See Part 4 for more on how to run a successful online business. The best way to get comfortable with these options is to practice. The more you do, the better you will get.

Commitment to personal development

Efforts to build your vision, become a better communicator, and develop a more patient personality all fall under *personal development.* An essential part of your job in direct sales is to improve your attitude, resilience, interpersonal skills, and leadership skills.



TIP You have to realize that, although the time spent developing these skills may not appear to have an immediate or direct impact on your business, doing so makes a significant difference in your experience and your results. Reading books, listening to motivational audio, and seeking out additional training will all help with your personal development.

I always laugh at the idea of a child walking into a stable filled with manure and gleefully shouting, "I know there's a pony in here somewhere!" I laugh because life usually trains that optimism out of us. Personal development is a simple way to put it back in. Whether it's a magazine article on how someone overcame the odds to achieve a dream or a podcast that helps bring to mind principles you already know, personal development material really does remind you that good things happen when you don't give up.

Surrounding yourself with people you want to be like and observing them will improve your skills. Each day is new, regardless of what you did or didn't do yesterday, and you get to start fresh.



TIP Be persistent, be patient, help others, keep an open mind, develop a positive attitude, and you will go far!

Working Your Business in Different Ways

One of the most exciting aspects of direct selling is the flexibility and variety of options that are available. In fact, you should use several different methods of touching your business and generating new contacts. (By *touching,* I mean interacting with.) The more different things you try, the more you'll create a broad base of profit that will sustain you — and the more you'll appeal to a broader number of prospective team members. Conduct business in multiple ways and you'll be presenting options that appeal to the desires of prospects who may not be exactly like you.

I urge you to choose a few favorite methods from the options given in this section and try them. Keep the others in the back of your mind. Then if a day comes when new leads are decreasing, or you need more bookings, you can revisit the options for ideas of other ways you can expand your business.

Online and in-person events

When people attend an event and interact with other guests, they experience that great energy that comes from people having a good time together. The right balance of fun, the excitement of seeing friends

make similar purchases, the information provided in the brief presentation, and the added bonus of your expert advice all combine to create the social proof. Social proof can create stronger sales, result in more bookings, and even make recruiting new team members easier. In my experience, holding events regularly results in higher sales and recruiting numbers.

The skills used in hosting a successful online event are the same as hosting an in-home event. The difference is in how you utilize those skills. To succeed with virtual parties, you need to engage guests, make it fun, and show them how your product really answers a need they have. Successful online events also demonstrate why hosting an event is exciting and rewarding and how becoming a representative meets a need that each guest has. Chapter 15 discusses how you can use online and in-home events to build your business.



TIP Doing a combination of virtual events and in-person events is often the best fit for both you and your hosts. You may need to be home on a certain evening and the host may believe their house isn't large enough to do an in-person event — that's a great time to utilize an online event. You don't have to leave your house, you can take care of what you need to at home, and you can sit down and do your virtual event. The host doesn't have to rush around preparing their home — they simply grab their laptop and help you engage their friends.

Trade shows and vendor events

Trade shows can help you reach out into your community and meet people you may not have met otherwise. Here's something surprising: I've found that smaller, less expensive events tend to provide a bigger return on your investment.



TIP Decide on your purpose for that particular event. If it's to get bookings, then don't focus on selling product. Concentrate on engaging people so that you get bookings. That means you'd most likely have just display product and only a small

amount of product to sell. Your focus will be on creating an urgency to book a party with you, perhaps with a *Book Today* special.

Vendor events are when a place of business or location has several vendors exhibiting at one time. These are usually one-day or half-day events and are usually held at community centers, churches, schools, or places of business, such as salons, restaurants, or gyms. With so many businesses moving online, virtual events have been organized by a variety of different groups. Check with your local Chamber of Commerce for information or opportunities.

Another type of vendor event that has grown in popularity over the past several years are longer-term events, such as farmers' markets. Most cities have weekly marketplaces that run throughout the summer and fall. They're at the same location each week, and you can reserve a table or booth for the span of the marketplace, for example 8 to 12 weeks. You show up with your products each week and sell. It's like having a little store in the same location for a duration of time. These vendor events see both new and returning customers every week and offer an opportunity not only to sell goods, but also to promote and educate about your brand and offerings in order to lead to more sales or referrals after the event's duration has ended.

If your goal is to earn enough to pay for your booth as you expand your contacts, you'll want to focus on selling product you have on hand. You'll experience the best results if, instead of bringing along your catalog or a variety of items, you instead offer a specific show special. A *show special* is a particular item or bundle of items that you're highlighting for that particular event. You'll have a supply of this to sell cash-and-carry to people who visit your booth.

If your goal is recruiting, make a gift basket that goes to a new team member and make sure that all your conversations include the message "I'm looking for people to join me."

Collaborative events or pop-up events

Collaborative events are an exciting new twist on the traditional home parties that have been the bastion of the Party Plan industry for decades. Collaborative events are held outside the home and are growing more and more popular. The two basic types are as follows:

- **Those held at an office, restaurant, or coffee shop:** This type has been around for years; it's just a home event held in a different venue.

- **Those held in partnership with a retail establishment:** This type is growing in popularity as more shops are starting to pair up with representatives on a monthly basis. For example, a cafe near my home features a different event with a different company each month, displaying a flyer every day until the event. They let the selected representative set up a display of products, and the cafe owners and the representatives both tell me they love it.

  Because both the storefront and the rep promote the event, it becomes a blending of their customers. The rep's customers return to the store, and the store's customers become the rep's customers, too.

Want more examples? Appliance stores let cookware representatives do cooking demonstrations. Women's gyms love partnering with nutrition supplements and weight-loss product representatives. Some boutiques who don't carry jewelry allow jewelry reps to set up their displays and meet their clientele during key weekends. Libraries have been known to allow food and beverage reps to distribute samples during book readings.

Online marketing and online group communities

To reach new customers, you can use social media platforms like Facebook, Instagram, and TikTok to gather customers in different groups. Posting images and interesting content is a great way to generate new customers and engage existing ones. After you build a customer base, you can put those customers in group communities to easily service and reservice them.

These days, one of the most touted aspects of direct selling is the benefit of doing business online. There's no question that online events can be a great boost to your business. They allow you to reach people outside your general vicinity and offer the convenience of running an automated online event while still tending to responsibilities at home or in your personal life.

Social media platforms are a great way to engage with your customers. Group communities allow you to service your customers, showcase new

and exciting products and promotions, generate sales on a continual basis, and encourage hosting events. Part 4 explains how you can use social media.

Fundraising

Fundraising is a multibillion dollar market. The great part of fundraising programs is that people want to support their community. Fundraising can introduce you and your products to an entirely different crowd. Many companies offer a fundraising program that divides your normal profit so that the bulk of it goes to the school or organization. But if not, you can develop your own program.



TIP To do so, focus on offering about a dozen top items on a flyer rather than using the entire catalog. Make sure the receipt offers an opt-out option for future contact and that the products are delivered with your contact information included. People who come from a long-term corporate background find this model of doing business very successful and appealing.

A common practice for fundraising online is when a seller asks people to donate to the seller's favorite charity for their birthday. You can ask individuals if they would like to combine this with an event, so you can help them raise even more money.

Reservicing

Many people leave out this piece of the business, which is a huge amount of cash to leave on the table. Reservicing is more than simply posting on Facebook "I'm putting in an order, does anyone want anything?" *Reservicing* is true customer care, meaning it involves contacting customers with a simple, short message to ensure that they're doing well and like the products, and to determine whether they need more or would like to try the monthly special.



TIP If your company doesn't offer a monthly special, create one for just your customers. Or look at each customer's previous purchases and suggest something tailored just to them.

Reservicing can turn into an independent stream of income. I made thousands of dollars in sales by focusing just one day a week on reservicing. You can also schedule about 15 to 20 minutes a day for this task. For more details on reservicing, see Chapter 17.

Personal shopping experience



TIP Consider providing a service as well as selling products. For example, if you sell food-storage products, tell your prospective customers something like "For a fee, I will come in and organize your pantry." The customer then pays the fee, and you go in and show them how to organize and what products to use — and tell them they can apply their fee as a credit toward their order. Reps that sell cooking tools can provide a way to streamline kitchens. Those reps offering clothing can also suggest seasonal wardrobe updates. For many companies, it's appropriate to provide this service twice a year.

Personal shopping may not be something you can base your entire business on, but it's one more layer you can add to it. Though you may have time to do just one party a week, perhaps during the middle of the day you can do a couple of personal shopping experiences.



WARNING Some reps overlook this opportunity. They fail to recognize that there are people who *won't* have an event, but they *will* buy your products. Recently, I overheard a conversation between a well-to-do professional and an eager representative. When the prospect mentioned that she'd love to have the representative come help her one-on-one, the representative replied, "You can have a party!" From the prospect's objections, it was clear that she had no interest in hosting, but she *was* ready and willing to buy products. The representative was so focused on persuading the woman to host a party that she missed an opportunity to make what could have been a very lucrative sale.

A BRIEF HISTORY OF THE DIRECT SALES MODEL

Nearly every culture shares a heritage of direct selling. What they sold direct to consumers varies from era to era, continent to continent, and community to community, but around the globe, as far back as history is recorded, individuals have sold goods to their neighbors and fellow citizens. These networks of commerce were direct-selling distribution channels, much like the direct sales companies of today.

Traveling salesmen

Salesmen, hawking their wares, would gather in the center of the village or town, and the community would come to listen to the presentations and then purchase the items they needed. Some would work only in their own town, whereas others traveled from town to town, seeking new markets and new customers.

The archetype of a traveling salesman is universal. When people need something and it's brought *to* them, they purchase. In essence, that's the long tradition that modern direct sales is built on.

Later, as the practice evolved to match the changes in the ways communities and families lived, door-to-door selling developed. With home parties showing up on the scene in the 1950s, the image of the traveling salesman was expanded to include another image: the career woman venturing out to build a different kind of career for herself (with Mary Kay or Avon) and the stay-at-home mother (with Tupperware) earning income either for her own fun, for extras, or to supplement the family budget.

The Internet age

These days with the Internet and smartphones, the demographics of who is earning money with direct sales has shifted again. The common denominators are a desire on the part of individuals for more income on their own terms, for more flexibility, and to promote products and/or a business opportunity they feel passionate about.

Just as direct-to-consumer salesmen adapted over the years to the changes in communities, direct sellers are a resilient bunch. Over the years, the methods of sales have evolved to reflect the trends of the time as well as demographic shifts. As the times change, the methods of commerce do, too.

Nowadays, the traditional home party is a fun, trendy, socializing shopping experience. Many people now work their businesses completely online (more in Part 4). Many representatives can operate successful businesses and build networks and connections through the Internet and their social media channels.

Besides making it much easier to place orders, ship direct to the customers, run sales reports, and track your income with company-hosted software, the digital age has opened up new horizons for staying connected, creating buzz, and sharing valuable information. There has never been a more exciting or more efficient time to be involved in direct selling.

New technologies, mobile apps, and social media channels are constantly emerging and are changing the way direct sellers grow their brands. Social networks, especially Facebook, Instagram, and Pinterest, are changing the way people socialize, buy, sell, make money, do business, bank, and do all kinds of other stuff.

The emergence of social selling

Much like Groupon, LivingSocial, Uber, Fabletics, Airbnb, and a number of other e-commerce ventures, direct sales is a form of *referral marketing*. The difference is that a lot of these high-tech companies are new to the game in comparison to direct selling, which has been relying on referral marketing for decades. Over the past several years, a new term has been circulating: *social selling.*

Social selling can refer to someone who just wants to sell socially to friends and family. But it's most often used to describe people who sell mainly through social networking. *Social selling* is the use of social media networks to interact directly with customers, leads, and clients. Platforms like Facebook and Instagram give independent representatives the opportunity to build friendships, be visible, and answer questions.

Because people in direct sales are able to work their business in multiple ways today, the term *social selling* has replaced what was formerly known as *party plan.*

Social proof is simply the weight of influence carried by a group of people. Social proof can show up in online communities and is visible and at play in social selling. But the prime example of the power of social proof in direct sales is the Social Selling model. (Chapter 2 talks a bit more about the different models of direct selling.)

Chapter 2

The Perfect Side Hustle — Spotting Which Model is Right For You

IN THIS CHAPTER

- Understanding Network Marketing
- Checking out Social Selling
- Zeroing in on the Influencer/Affiliate model

For many years, there was a big distinction between the Network Marketing business model and the Party Plan business model, now referred to as *Social Selling.* In recent years, the two models have started to come together, and in large part, that's where the term *hybrid* comes from. Companies take the best attributes of both models and bring them together in one company. I've also heard people refer to their company as a hybrid because of the type of compensation plan they have created. And most of the Network Marketing companies are becoming more product focused, whereas they used to focus almost exclusively on the business opportunity. With stricter guidelines from the Federal Trade Commission (FTC), it's imperative for everyone to have customers.

At the end of the day, what all models have in common is that direct sales is where the representative sells direct to the consumer or customer without the aid of a retail establishment.

Although many have strong opinions about which model is best, this chapter covers the differences between these three plans, discusses who may be best suited for each, and dispels some myths about direct selling in general.

Focusing on Income Potential and Product — The Network Marketing Model

Network Marketing is characterized by a number of factors that are consistent across companies. Companies using the Network Marketing model market readily consumable products like health and wellness items, skincare products, and other services that lend themselves well to a subscription, usually referred to as autoship. The idea is to generate orders every single month, build income consistency and growth, and create a "customer for life."

The emphasis in these companies is frequently on the income opportunity as much as it is on the product. That's why many companies offer a "preferred customer" program to join as well as a representative option. Many people who join as a "preferred customer" soon recognize the value of the product and want to share it with others and will transition to being a representative. That means that when a product becomes popular, there is the opportunity for exponential growth in company size, team size, and income.

Timing can matter in Network Marketing. Joining earlier can be a significant benefit because the structure of the salesforce can mean that you may be rewarded by "getting in first" (getting in on the ground floor) when people who join after you are put into your team, sometimes without any effort on your part.



REMEMBER Income can appear low at first because the strength of this model is in the residual income. *Residual income* results from repeat purchases from the same customers, often on autoship. These customers are sometimes retail customers of yours; sometimes they're independent representatives who make up your team of both consumers and marketers. Due to the ongoing consumption in your network or team, your income can continue to grow even as your personal selling and recruiting plateaus or drops.

The Network Marketing model has a strong online component so customers and independent representatives will often reorder online or

stay on autoship indefinitely, bringing you the same income that you received from their original orders, with no additional effort from you.

The following sections delve deeper into recruiting and selling on Network Marketing so you can be successful.

IS NETWORK MARKETING A PYRAMID SCHEME?

One of the most frequent questions I'm asked is how to address the misconception that direct selling is a pyramid scheme. A *pyramid scheme* is based on people making money when more people invest in the scheme after them. In direct sales, people earn money when people who join after them sell products. However, a pyramid scheme only pays for a limited amount of time because people are paid on investment of dollars by new people brought into the scheme, and eventually that arrangement collapses. In direct selling, you get paid for supporting people who are selling actual product to end consumers and who are recruiting others to do the same, which generates revenue that is divvied up among the people who get paid commissions on those particular sales and the company itself.

The Direct Selling Association — the industry organization that advocates for the direct sales model with government, media, and consumers — heavily regulates compensation plans and commission payouts to ensure that payments aren't being made based solely on bringing new people into the networks. This is also one reason the association discourages purchases of large amounts of inventory by people who are joining the business (they call this *inventory loading* or *front-end loading,* and the companies typically prohibit it).

Some fraudulent companies have claimed to use the direct sales business model, when in practice they aren't about selling anything at all. These companies emphasize a significant investment in large amounts of product or services, as well as persuade other people to join the company and invest in similar amounts of product or services. Training for finding customers to purchase the product is practically nonexistent in these companies. Within these operations, a representative can purchase enough product that they, in effect, purchase a promotion, rather than earning it through personal and team sales (this is also called *bonus buying,* and most companies prohibit this practice, as well).

Recruiting in Network Marketing

With such a strong focus on the business and income opportunity and how common it is for customers to just go ahead and join right at the

beginning, in Network Marketing, you'll commonly be offering the business opportunity to your contacts at the same time you offer the product. Often in these companies, the *opportunity* is strongly considered to actually *be* one of the most compelling "products" you offer. So, you'll sometimes present the income opportunity before they even try the product or soon after they become your customer.



REMEMBER When recruiting into your Network Marketing business, you look for people who are seeking a business opportunity, who are interested in earning money, and/or people who absolutely love the product. Due to the consumer network nature of your Network Marketing business, people who aren't interested in promoting the business at all can still provide excellent contributions to your network due to their sheer enthusiasm about the product. Product *superfans* who talk about the product and either sign their friends up or refer their contacts to talk to you can be just as effective for the growth of your network as people intent on making an income.



TIP Your main objective when seeking new, independent representatives for your team is to naturally and organically gain access to other people's networks and therefore expand your own network. This expansion into the people your contact knows and the people *they* know (and so on) is part of what drives the exponential growth in network marketing.

Each of the people who join will experience at least a small financial benefit from their own referrals, which ends up being a winning situation, even for those who are just in the network to get a discount or because they're in love with the product for their own personal use.

Sharing the product and the opportunity

You can share products and the opportunity in the following different ways in Network Marketing.

Testimonials

Network Marketers are urged to *become a product of the product* — which means that they use the product regularly so that they can have their own testimonial regarding its benefits. Many of the products in Network Marketing are in skincare, weight loss, wellness, and utilities services, so when you're using your company's product, customers and leads will notice benefits in your physical appearance or the benefits in other areas in your life.

Before-and-after images and stories are a hallmark of the Network Marketing sales approach because, as is commonly repeated in these companies, *facts tell, stories sell*. So, rather than talk about all the details and specifics of the product the company is offering, independent representatives are encouraged to share their individual positive experiences and let the emotion and authenticity of that sharing attract sales and recruits.



WARNING Acknowledging personal testimonials is important, but I don't recommend making product claims and often companies prohibit them.

Presentations

Instead of relying on hosts who gather their friends for a presentation, as in the Social Selling model (which I discuss in the section, "Sharing Products during Events —The Social Selling Model," later in this chapter), most Network Marketing presentations are conducted one-on-one, either over the phone, online, or in person as a business presentation, often called coffee chats or appointments. In these presentations, the seller emphasizes the business opportunity as much as the products or services.

In recent years, many Network Marketing companies and leaders are promoting the value of having new independent representatives kick off their businesses with a launch event or grand opening event. They've discovered that in-home or online events to launch someone's business are a simple, accessible, efficient, and fun way for the new team member to effectively introduce the products and opportunity to a large group of friends, family, and associates all at once. (Refer to Chapter 7 where I discuss hosting a successful launch event.)

Systems, tools, and sampling

Network Marketing is also known for the practice of relying on *sampling* to spark interest in the products and using *tools* to share

information, including about the business opportunity. These tools are often websites, videos, magazines, audio recordings, and even smartphone and tablet apps. With a belief that the average person can be successful if they follow a system, Network Marketing encourages the independent representative to let the product and the tools do the talking. This lends itself well to long-distance recruiting and sales, as well as to a strong reliance on the Internet and phone for personal sales and recruiting.

You can mail samples almost anywhere and follow up online or by phone to take orders or point interested people in the direction of tools to answer their questions or a website for them to join. Network Marketers often have enough product on hand to supply their personal use and sampling, typically mailed to their homes through an autoship program.



WARNING The company typically ships customer orders directly to the customers after they place an order online, so representatives stocking inventory is no longer necessary and is actively discouraged. In fact, reputable Network Marketing companies ban the practice of purchasing enough product to earn a promotion or advance to a higher job title (or *rank*) and do their best to sanction representatives who place these kinds of orders (also called *bonus buying*).

Years ago, companies began to recognize that though it may appear to increase sales, having a high percentage of sales coming from representatives purchasing an inventory of product that just sits around instead of selling products to end consumers burdens the sales force and weakens the company. Companies now measure their ratio of retail customers to independent representatives and use that measurement as a gauge of healthy growth.

Recognizing who's best suited

The Network Marketing model is best suited for people who fit the following profile:

- Enjoy networking one-on-one
- Like building relationships over time
- Find comfort in following a very specific system

The people who do best in this model are people who are comfortable allowing the product and the business opportunity to take center stage. They then see themselves more as a *messenger* of the tools. Network Marketing pros often say that the only time a person should be talking is when sharing/introducing the tools. This allows new representives to share as easily as pros and makes the system easily duplicatable — a must for growth and success.

That's not to say that they have no appetite for recognition, but rather they can comply with a system that's already in place and has a proven track record. Often, the process of effectively building a network involves deferring to the expertise of others with the sole purpose of demonstrating the available assets or tools to the prospects.



TIP The key to lasting and satisfying success in Network Marketing is the art of duplication. To attract a lot of recruits and foster duplication in your network, your business practices must be duplicable. Being the *expert* isn't easily duplicable because it leads to attracting only people who already believe they're also capable of being or quickly becoming the expert. That slows your recruiting and network growth.

People who need to be the smartest person in the room (and a lot of people fall into that camp) do best in this business when they can preserve their knowledge for supporting their team in the building of their businesses. Your team, also known as your *downline,* is your line of sponsorship who looks to you for guidance. You're considered their *upline* or *sponsor.* You can share your wisdom, your tips, your extensive product knowledge, and much more in support of them.

Other traits that are a good match for Network Marketing are as follows:

- Desire for a residual income stream, delivered regularly (often weekly) via direct deposit
- Willingness to take a small risk now for potential substantial payoff later (which is true for every direct seller, no matter what type of model)
- Ability to delay financial gratification and work harder now for a small initial income that could grow in the future

Knowing what you need to be successful

Are you someone who takes action? Are you a risk-taker with a positive attitude, and you believe deep down that you'll succeed? If the word *no* doesn't faze you, if you're decisive, and if people are attracted to your energy, you may be a fantastic fit for success in the Network Marketing model.

With that said, many people are under the misconception that you have to *be* a certain kind of person to get involved in Network Marketing. The truth is you don't. Average people can do well in Network Marketing, as can people who are focused on improving themselves, those who need some encouragement to step outside of their comfort zones, and people who tend to be shy when in groups.

Part of what makes Network Marketing so successful is that it's system-focused, that average people can experience better than average results. The load isn't all on *your* shoulders to be an incredible presenter or a great salesperson. The model is designed to rely on tools and on existing relationships and networks so that you can create a business following the steps of the people before you.



TIP You can recruit to your weaknesses. If you're the most know-it-all of know-it-alls, you may recruit someone who is more humble, more coachable, and more willing to comply with the system — they can become a recruiting magnet on your team, and *you* benefit. Terrified of speaking in front of groups? Recruit a friend who is a natural host and connector, partner up, and the next thing you know, your team has doubled in size.



REMEMBER In Network Marketing — as in both Social Selling and the Influencer Model — what's most important is a burning desire for success, a strong work ethic, persistence, and resilience. Use the tools and the system that are already in place, and maintain the discipline to stick with it.

Sharing Products during Events — The Social Selling Model

Social Selling places less emphasis on recruiting new team members than does Network Marketing. In general, women — who make up the vast majority of Social Selling independent representatives, hosts, and event guests — are often more comfortable sharing products to create income than they are recruiting to create income. Fortunately, finding interested recruits becomes almost a natural side bonus of a well-run event. You get in front of enough people, enough times, and you'll encounter many who are looking for something like a Social Selling business.

So, despite a common discomfort with recruiting, when trained properly, women often discover that helping other women succeed by recruiting and training them brings great satisfaction in addition to boosting their business income.

The following sections take a closer look at Social Selling and explain what it is, how recruiting works, how you share products, and who's best suited.

Eyeing the ins and outs of Social Selling

Social Selling is characterized by a number of factors that are consistent across companies. First, most of the product sales and recruiting takes place during events (parties), both in-person and online, where groups of people (called *guests*) are gathered together by a host they know personally.

The emphasis is typically on the products and the gatherings. Hosts act as partners with the independent representative to boost attendance and sales. The events are the primary source of new contacts and leads.

Events serve a dual purpose:

- They generate sales.
- They introduce the independent rep to new, fresh contacts on a regular basis.

Many reps earn all the money they want through their events and through re-orders from their customers. They find they can continue their businesses successfully as long as they like with little or no recruiting. Their commissions on their personal sales are often quite

satisfying, even in the beginning.

The specials provided for customers and perks offered to the hosts of events are typically provided at no cost to the rep and can be leveraged to get more events booked and increase initial sales and reorders.

Most reps receive their sales commissions through direct deposit for their personal sales. It's usually received within a few days of submission of the sale, depending on the company's order-taking structure.

Recruiting with Social Selling

The natural life cycle for new recruits in Social Selling is to start out as a guest and customer, become a host next, and later join as a representative. It's common to find potential recruits at events and invite them to be hosts so that they can learn more before approaching them with the business opportunity.

Recruiting in Social Selling is a skill set that piggybacks on the event structure. Each well-run event, in addition to being a sales opportunity, is a team building *opportunity*. The event is the ideal place to showcase exactly what your business looks and feels like. It gives each guest who might be interested in earning money the chance to see how simple, easy, and fun it can be.

In recent years, recruiting in Social Selling has increased exponentially due to the introduction of selling through online platforms and social media. See Chapter 18 for more information on running a successful online business.

Sharing the product and opportunity

Products and the opportunity to join are shared in a few different ways in Social Selling.

Event presentation and customer reorders

The product presentation at the event is the primary source of sales for the independent rep. The event is where new customers are found, and through ongoing customer care and establishing a relationship, reps gather future orders and re-orders and book future parties.

Guests as your best customers

An independent representative meets a few or many new people at each event, which provides both immediate sales and a steady supply of future customers and hosts. Presenting products once to a group of

people is an efficient way to sell, and the energy of the group usually leads to larger orders by each customer than if the customer were approached independently. Because the guests at the event are a self-selected group who chose to attend after being invited, they're open to the product line before the rep even begins the presentation. After the event, moving people to a customer community will allow the rep to engage with the customer on an ongoing basis.

Customers as your new recruit leads

Events also mean a constant stream of fresh eyes and new potential team members. By structuring the event to include an invitation to take a closer look at the business potential, an independent representative deliberately increases their pool of recruit leads. These leads are the strongest because they've already been exposed to your primary business function and have even begun unconsciously training by observing you in action.

As you continue to encourage engagement through your community groups, you build trust and likeability. The event also creates a bird's-eye view of what your business looks like, which can lead to interest in joining your team. See Chapter 15 for more on event structure and Chapter 18 for more about recruiting.

Hosts as your most likely next recruit

A trademark aspect of Social Selling is that the representative helps the host have a successful event through coaching (called *host coaching,* the topic of Chapter 14). The host earns perks and rewards based on the results of the event and is therefore grateful for the support and has an incentive to promote the event. This process of prepping for a great event (see Chapter 15) often reveals which hosts would make good reps and serves as an opportunity for the host to learn more about the business, which often piques their interest in becoming reps themselves.

Identifying who's best suited

Social Selling is a great fit for those who enjoy helping others discover new things, for people who love to share the things they're passionate about, and for those interested in supporting the success of others.

Two types of personalities tend to succeed in the Social Selling model of direct selling:

- Someone who is confident, outgoing, never at a loss for words, has a strong personality, and no fear of public speaking

- Someone who is more introverted and who almost seems to shun the spotlight and is possibly soft-spoken but with a passion for the product and willingness to share that passion

Succeeding in Social Selling

To succeed in the Social Selling model, you need to know your product, but you don't have to memorize every fact. It's perfectly okay to say, "I don't have that answer, but I do know I can call my upline or the company to get it. May I contact you tomorrow to let you know what I learn?"

Another factor that will help you succeed in the Social Selling model is a willingness to engage people in purposeful conversations. By *purposeful* conversation, I mean finding out what's important to them so you can help them achieve what they define as success. Being someone they can look to for guidance and expertise in the areas related to your product line is also key.

As with the Network Marketing model, being passionate about the product is important to succeeding in the Social Selling structure.

Here are some other traits that are a good match for Social Selling:

- Desire for a part-time income stream without a formal part-time job
- Relatively immediate need for that income (new Social Selling reps can begin making income with their very first parties and often receive their commissions the night of their party or soon thereafter)
- Comfortable being considered the expert or personal shopper and advisor
- Desire to get out of the house and socialize/socialize via online events
- Love of the product and enjoyment in talking about the product line
- Knack for entertaining and demonstrating

Tapping into Followers — The Influencer/Affiliate Model

The Influencer/Affiliate Marketing Model is the newest and has come about because of the growth of online marketing in the past eight to ten years. With affiliate marketing, a company agrees to compensate a third party, called an *affiliate* to generate traffic to a particular location online that actively markets their products (like a social media channel or company website). Affiliates are given a unique link for the online destination to which they're sending traffic. This link allows the company to track any sales the affiliate makes and compensate them with a commission in exchange for their referral.



REMEMBER This model is the newest, and companies use social media and online attraction marketing to entice affiliates to share their products in exchange for an affiliate fee. It's the simplest model, but it also requires more of the affiliate than simply reaching out to their immediate network of friends and family to generate sales and income. It requires sharing product posts, videos, and blogs to create interest as well as links to generate sales.

This model is a great way to allow those who may not be interested in putting in the time and effort to build a direct sales business to refer potential customers to a particular company in exchange for a commission on any sales that come from that referral. Although you can join an affiliate program regardless of the size of your existing audience, some companies require you to show proof of your influence before you're accepted as an affiliate. Because influencers and celebrities have loyal, dedicated followers with whom they've cultivated a relationship, their recommendation and endorsement is often powerful enough to drive significant traffic and sales to a product or company. Therefore, in order for this model to generate a significant amount of income, the affiliate must have an existing audience to whom they can market.

Taking a closer look at this model

Affiliate payout models vary depending upon the company. Some have incorporated this model into their marketing strategy and offer a robust program with support materials and branded collateral to be used by the affiliate as well as a set commission percentage for affiliate sales which is generally lower than what they pay their regular representatives. Other companies allow (or even encourage) influencer marketers to join as representatives and then allow them to market the

products as an affiliate by sharing them on social media without requiring them to fulfill any other standard representative activities (like recruiting or hosting parties, and so on).

As the importance of social media influence has grown, more and more direct sales companies have embraced this new way of reaching customers and potential new reps, developing tools like branded images and done-for-you posting solutions for their reps. This is a great way to control how their brand is shared and helpful for reps who may not possess graphic skills or marketing savvy. Companies have also begun to use live events hosted on social media to attract new reps and market their products.

Influencer marketing requires the ability to shift and change quickly and easily as the platforms evolve and change how and where people gather online. When Facebook first launched, for example, influencers utilized their personal profiles to attract and interact with their followers. Then Facebook introduced Fan pages (which then became Business pages) and encouraged all marketing conversations to happen there. Finally, Facebook Groups were created to encourage more community and have taken the place of Business pages because of the ease they provide for participant interaction and privacy. Most direct sellers have a VIP customer group to allow them to build a relationship with their customers and market in a more personal, social way within the group.

Defining the types of influencers

An *influencer* is someone who has the power to affect the purchasing decisions of others because of their authority, knowledge, position, or relationship with their audience. Because of that influence, they can be a valuable asset to a brand or company who chooses to partner with them in order to leverage their influence. An influencer can be a celebrity or an expert who's positioned themselves either as a celebrity or an expert on a popular topic. They become someone others resonate with and whose message is popular and persuasive. Influencers make regular posts on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their posts.

Brands and companies love social media influencers because they can create trends and encourage their followers to buy products they promote.



REMEMBER Influencers can be categorized in multiple ways. Typically, they're known by the number of followers they have, the types of content they share, and the level of influence they possess. Influencers are also identified by the niche in which they operate. For example, many mega-influencers are also celebrities. Yet both of these groups often have less real influence on their audience because they lack expertise in a dedicated narrow niche. Some micro-influencers with smaller followings can have a tremendous impact on followers in their specialist niche. They may be of significant benefit to a company selling a product targeting that niche.

Here are the five main types of influencers:

- **Celebrities:** Influencer marketing grew out of celebrity endorsement, and businesses have found for many years that their sales usually rise when a celebrity promotes or endorses their product.
- **Bloggers:** Blogging has been connected to influencer marketing for some time now, and there are many highly influential blogs online. Positively mentioning a product in a blog post can create a desire for their followers to try the product.
- **YouTubers:** Video is king online, and YouTube has provided the opportunity for experts and regular people alike to build huge followings by creating a YouTube channel. If a YouTuber finds the right audience, companies often align with them to reach that audience.
- **Podcasters:** Podcasting is a way of sharing online content and creating a following, and its popularity has grown quickly in the past ten years. A podcast can expand an influencer's reach and audience, especially if their topic is relevant and popular.
- **Social media channels:** Any influencer, regardless of what type they are, relies on social media to promote new posts, videos, and podcast episodes. In fact, the vast majority of influencers now make their name on social media. Although Instagram is one of the most popular channels because it's driven by visual content, TikTok has become one of the most influential places to build a following in the past few years.

Recruiting as an Influencer/Affiliate

Because the Influencer/Affiliate model isn't a traditional direct selling model, recruiting isn't generally the focus. An influencer is usually only interested in sharing the products and earning a percentage of each sale they refer. Even though they have a perfect platform for doing this, their influence doesn't generally lend itself to a recruiting conversation. That being said, many influencers have built large organizations through their blog posts because their followers want to know more about the business opportunity.

Because successful affiliate marketers are generally influencers, they don't possess the resources or systems to support a downline team. Some companies do allow influencers' customers — now associated with the influencer's link —to join as representatives in the influencer's downline. How their training and support is managed is up to each company. Some influencers will change their status within the company and transition into becoming a rep.

Sharing the product

Sharing the product is where affiliate marketers shine. They're usually great at using video to show a personal connection with the product they're promoting. Because they tend to have a large following who is loyal and with whom they've built trust, the simple act of going live on social media to show how well a particular hair product or skin cream works or how much they love cooking with certain kitchen tools can generate thousands of clicks to a company website.

In the case of a non-influencer affiliate with a smaller following, the income potential isn't as great, but if someone is skilled at using social media to reach their followers, they can generate part-time income by sharing products via Instagram Stories or using TikTok to create viral videos of themselves engaging with products. Because there are so many social media channels and so many different ways for affiliates to reach followers, this model makes sharing products easy.

Recognizing who's best suited

Affiliate marketing is a great choice for you if you're not interested in investing a lot of time into a direct sales business but you love the products and company and want to be compensated for sharing that passion. Although the best affiliate marketers are influencers with larger followings like bloggers, podcasters, and social media and YouTube influencers, even people with a smaller following who are great on camera and at sharing the benefits of a product can become affiliate marketers.



REMEMBER In order to be successful at this model, you'll need a loyal following, great organizational skills, and the ability to manage your social media channels by consistently providing content suited to sharing products. Having a content-sharing plan is essential so you can work your promotional posts into your other posts in a way that keeps your audience engaged without feeling like they're being sold to.

Affiliates can also partner with more than one company, so if you're someone with diverse interests who loves to share the things you're passionate about with others, this model can become an awesome, lucrative opportunity for you.

Chapter 3

Choosing the Right Direct Sales Company

IN THIS CHAPTER

- Contemplating the benefits of direct selling
- Exploring products, profits, and programs
- Choosing a start-up company
- Debunking the myth of saturation

Being a business owner is something many people dream about — four out of five people say they want to own their own business — yet only about 8 percent ever do. What keeps the other 72 percent from stepping out and becoming entrepreneurs? Most of the time, it's not even the courage to start or the self-discipline required to succeed that holds people back. In reality, usually the combination of cash outlay for overhead and the length of time before revenue meets and exceeds it prevents most people from owning their own business.

Depending on which field you're talking about, starting a traditional small business can cost a lot of money. If you want the ease of a franchise, you may be looking at even more money. Of course, one benefit of a franchise is the system the company has in place to support the entrepreneur, which can include everything from purchasing to marketing and selling. These proven methods of operation help create lasting success for entrepreneurs, and make the return on investment (ROI) more likely and more profitable.

This chapter examines why people are attracted to direct sales, and if you are attracted, what you need to know before you select a company.

DIRECT SELLING AROUND THE WORLD

In the United States, direct selling reached record highs in 2020 with $40 billion in retail sales, 7.7 million sellers (6.8 million were part time), and more than 41 million customers (source, Direct Selling Association). Globally, direct selling sales reached $325 billion and included 250 million distributors (source Business For Home).

Recognizing the Allure to Direct Sales

Today, more people than ever are saying they want something different than what they have done in the past. Beginning with Covid and the Great Resignation, where large numbers of employees quit their jobs, in the early 2020s, the workforce has encountered a big disruption. More people than ever are looking to diversify their income and create more flexibility in their lives. In fact, approximately 46 percent of individuals are saying they're looking for some type of side hustle. Direct sales is appealing to them for the four key reasons I discuss here.

Getting started easily

Direct sales is a low-risk way to start your own business, and it offers many of the same benefits as a franchise. Like franchises, direct sales businesses have proven systems for marketing and selling that they share with their independent representatives. They also help take care of inventory, shipping, product development, and so on.

But they also offer something more — or rather, less. Direct sales allows you to get started for minimal costs. In fact, many starter kits for direct sales businesses will run you less than $200.

The training for representatives is also often low-cost or free. Most direct sales companies provide a simple program that, when followed closely, help you earn commission (which will help you recoup the cost of your kit) and earn additional products to add to your kit within your first three months of business. Most such companies also typically offer free ongoing training in the form of webinars, online training, and both virtual and in-person meetings. Many offer marketing materials such as catalogs, business cards, social media graphics, posters, email campaigns, and so on.



REMEMBER Direct sales companies have a vested interest in you and your success, which is why they provide you with the training, marketing, and other techniques needed to be successful.

Working with an established brand

Starting your own business can take a lot of time to establish yourself in the marketplace. Brand awareness is key because people are more likely to do business with a company whose name or products they recognize. Direct sales gives you the opportunity to have brand awareness starting your first day in business.

Having flexibility

The direct sales model is definitely a powerhouse business model, though it differs in some ways from a traditional retail business model. Both models source products or services to sell to consumers. But a traditional retail business hires salespeople, gives them marketing materials, and tells each salesperson when and where to work. These salespeople receive pay increases and promotions based on their supervisors' decisions.



REMEMBER Direct sales, on the other hand, is very different in terms of flexibility of time and work. When you start a direct sales business, you're in business for yourself. You determine how much you want to work and how much you want to get paid. You also determine when you want to work, which gives you the ability to schedule around the needs of your family or in conjunction with another job. You receive pay based on certain benchmarks, such as achieving a certain level of sales or rank advancing within the company.

Providing a community of like-minded individuals

Even though you're in business *for* yourself, you aren't in business *by* yourself. Your company is with you every step of the way, motivating

and training you to achieve success. You also belong to a group of other salespeople who care about similar things that you care about. You can choose a company because their particular values align with yours. You'll also find people within the community who have common interests or are in a similar place in life as you.

Knowing What to Consider When Choosing a Company

Nowadays, an extra stream of income, the lack of job security at a regular job, and the desire for additional tax breaks make a home-based business very appealing. And there are many great companies out there. You may like several of the product lines and could be well suited for any of them. So how do you choose?

Most people select a direct sales company that they've already heard about or had some contact with, generally as a customer. Another way that people become interested in a certain company is that a friend or family member joins and invites them to learn more about the opportunity.

Belief in your product, programs, and profits is important when deciding whether a company is right for you. (I delve deeper into these three Ps in the next section.) You also need to be passionate about what you offer your clients. Many people discover this passion after they've sampled a product, become a loyal customer of a company, or hosted an event themselves.

If you're interested in finding out more about what companies are available to join, aside from the ones you already know, the Direct Selling Association (`www.dsa.org`) is a great resource. It offers a list of many different companies, organized by category. Many industry groups online provide resources and information.

One of the key ingredients to success is enthusiasm. People are attracted to it — they want to be a part of it. When someone sees that you're enthusiastic or passionate, it piques their interest. So, showing your enthusiasm is important.

Faking excitement isn't easy. I've heard people say over and over that you need to *fake it till you make it.* However, people can see through it, and you may not feel as comfortable doing it. I like the statement *honesty is the best policy,* and I do believe that when people see that

you're sincere and excited about your product, company, or opportunity, then they'll naturally want to do business with you.



REMEMBER The best company really just depends on you, your likes, and your lifestyle, and finding what fits with that.

Examining the Three Ps of Every Company

You have to consider several factors when choosing which direct selling company you want to align with. In order to make an informed decision, I suggest you look at the three Ps, which I discuss in greater detail here.

Products

You have to like the *product* that you're going to represent, especially if it's your first time in direct selling.

Most people actually join a company because they like the product and believe they could sell it. For others, they may have experienced great results from a product and have a great testimonial and want others to have that same experience. Others may sell a product they need, will use, and want to be able to get at an ongoing discount. For some, it's the season in their life, what their interests are, and what their circle of friends are into at that time. It might even be that someone believed in them and thought they would be good at doing something different combined with the idea of being able to make some extra income.



REMEMBER Most importantly, you have to like the product.

The direct selling industry has an incredible amount of variety in products and services. In fact, almost every product you can purchase through a retail outlet can be purchased through a direct seller. You can choose nutritional supplements, discount memberships, financial services, clothing, accessories, kitchenware, decor, cosmetics,

entertainment, essential oils, food and wine, and much, much more.

I suggest you choose a product you're passionate about or one that you know many others are passionate about. I wouldn't worry about "the next big thing" so much as finding a product you believe others will want to purchase. I've heard people recommend only selling consumable products, but I know from both experience and anecdotally that products like jewelry draw people who are passionate buyers, even though they haven't used up their existing supply.

When considering a business, think for a minute: Do you think the product is marketable to a large group of people? From that perspective, it doesn't really matter how much the commission is — if you can't sell it to anyone, then you won't have much success.

Ask yourself these questions:

- How marketable is the product?
- Does it appeal to men and women, and to a variety of ages?
- Is it a consumable?
- Will you be able to reservice your clients?
- Is there room for growth?
- Will customers be able to continue to add to the collection?
- Is it at a good price point for the majority of people you will be dealing with?

Although I've personally never sold a consumable product, I was still always very successful at getting repeat business because of the emphasis I put on reservicing customers and the relationships that I developed with them. Chapter 17 talks a lot more about these topics.

Another thing to consider is that products that benefit from an explanation or demonstration usually do better being sold through direct sales channels than simply sitting on the shelf in a big box discount store. So if you love a product and know that when you can explain its appeal, it will sell, you may have found a good company for yourself.

Profitability

Profitability is the amount of income you earn, which is generally done through a company's compensation plan. You'll want to consider what percentage you will earn based on the sales of products, as well as the

income you can earn for rank advancement.



REMEMBER When selecting the right direct selling company for you, keep an eye on profitability. Commissions or profits are important because 80 percent of people join a company with the hopes that they'll be able to make a nice additional income.

When considering a direct sales company, ask these questions about profitability:

- What is the percentage you'll receive for personal sales?
- How much will you have to sell personally to get any bonuses?
- What does it take to advance in the compensation plan?
- What does the career plan look like?
- Are you compensated quickly for bringing others into the business?
- Is commission based on percentage of wholesale or retail sales?
- If commissions are based on a volume model, how many points of volume are you getting for each dollar in sales?
- What is an average sale per customer?
- What are the average event sales?

In order to be successful, you need to understand the structure of compensation and work with the program to reach those benchmarks.

Programs

Consider what *programs* the company has in place for you to be successful. Determine what rewards are offered to you and your hosts and customers.

Find out what programs a company offers. Ask the following questions:

- Does the company offer benefits or incentives to the people that will host an event in their home or online?
- Does the company offer a referral program where hosts are given

free product when one of their guests books an event?

- Does the company provide a merchant account so you don't have to get your own to accept credit and debit card payments?
- Does the company handle sending out all the products?
- Does the company offer a personal website, and what are your ongoing costs, if any (for example, monthly website fee, newsletter subscription fee, processing fee for commission checks or direct deposit, annual renewal fee, monthly minimums, and so on)?
- Does the company offer social media marketing and images (product images, product videos, and so on)?

In addition, you may want to consider the following when deciding which direct selling company to join:

- The kit program's appeal
- How easy and affordable the program is to join
- Whether the company offers a car program or trip incentives (ask yourself whether you enjoy traveling)
- Whether the company provides a professionally written newsletter that you can send to your customers or a continuous email campaign



REMEMBER Regardless of which direct selling structure you choose, the company will offer several types of programs. First and foremost, you want to choose one with a good training program. Training should include a plan for your first months in business as well as ongoing support.

Most companies have a program that offers additional products to add to your kit while you're earning your money back. Most of these programs are 90-day programs that have benchmarks at the 30-, 60-, and 90-day marks.

Other programs will recognize you for your efforts, awarding you titles or gifts for achieving sales or recruiting goals. *Recruiting* means adding representatives to your team. Chapter 18 covers recruiting in detail.

Contemplating Special Considerations for Start-ups

One of the most exciting things you'll hear in direct selling is: *This is a ground-floor opportunity!* Joining a company that's just starting up can be very rewarding — but it also can be risky.

The Direct Selling Association estimates that in any given year there are approximately 1,100 direct selling companies in business in the United States. Even though some direct selling start-ups never achieve the kind of momentum that allows them to build and ultimately sustain a successful business, others go on to become extremely successful companies.

Over the past few years, the direct selling industry has watched as several start-up companies experienced tremendous growth. Many that were started just before the global COVID-19 pandemic have successfully navigated the challenges that came with it and are continuing to grow.

According to Direct Selling News, some of the fastest-growing start-up companies that are less than five years old have topped monthly sales of $1 million.

Here I examine both the pros and cons for you to consider before you make your decision.

Advantages

The primary advantage of selecting a start-up company is that you can be in on the ground floor, which I consider any time during the company's first five years. I promise you that representatives who joined Mary Kay when it was a fledgling company of four to five years old and then kept working and building her business are very professionally satisfied people. Here are the two primary advantages to selecting a start-up company:

- **Ability to introduce a new product and its advantages:** People probably haven't heard of the product yet and might have a stronger curiosity to learn more. This gives you a great chance to create excitement and allow customers to experience something new.
- **Ground-floor opportunity:** Because this is a new company, it will likely attract others to join you in this new business venture. This

allows you to grow a downline quickly. *Downline* refers to the people in your organization, including your personally enrolled team members and people *they* have brought into the business. Those people help build your paycheck as you help them build theirs.

Disadvantages

Being part of a start-up company also has its disadvantages. Consider these two drawbacks:

- **Time:** Getting effective marketing materials in the representatives' hands, creating a robust website, delivering strong training programs, managing inventory, and shipping takes a lot of time.
- **Money:** Start-up companies are rarely staffed with a full creative team. They may lack industry expertise as well as corporate expertise, an accounting department, event team, marketing staff, warehouse staff, and so on. That means that you'll likely face some frustrating delays in areas that are important to the business. Hiring these people costs a lot of money.

Debunking the Myth of Saturation

I'm frequently asked about saturation of a market. *Saturation* refers to too many people working with the same company at the same time. Some people are always worried about this, and people often ask, "How many representatives are in my area?" For some reason, they seem to believe that their area reaches market saturation when five people are selling in their area.

To those worried about saturation, I ask what the population of their area is. After they tell me, say, 50,000, I quickly do the math for them. Even if you had 17 representatives, then you'd have to do 200 events per month per consultant — a number that is unrealistic and, actually, unattainable.



REMEMBER But even with the number game aside, look at your own circles: friends, family, acquaintances, coworkers, kids' friends' parents, doctors, lawyers, real estate agents, instructors, coaches, and so on. Chances are, the majority of

these people won't be selling for the same company that you are. You have a larger reach than you think you do, especially when you factor in their network and circles.

I frequently say that you'll almost never have to worry about saturation in direct sales. That's because direct sales companies don't limit you to specific territories. With the abundance of social media platforms, you can build your business beyond the area in which you live, which allows you to do business almost anywhere at any time.

And not everyone who joins in this business stays. In fact, a third of the people on your team are usually leaving. This isn't a negative reflection on you or on the industry — it's simply that they don't feel it's a good fit for them, they just don't enjoy it, or maybe life circumstances are causing them to refocus their attention.



REMEMBER In fact, because your team members' and prospects' lives and circumstances are always changing, you're always going to have people you can sell to or recruit. Every year, a whole new group of people are graduating, buying a home, getting married, having a baby, and so on. People continue to go through new cycles of life, which are opportunities for you. Five years ago, your best friend might not have been interested in purchasing from your home decor business, but with their new home and new circumstances, your products will become some of their favorites.



REMEMBER Establishing relationships with your customers and clients is key. Build strong rapport with your networks and they'll continue to purchase from you and recommend you to their circles of friends.

Part 2

Creating a Successful Business with the Right Mindset

IN THIS PART …

Develop your mindset before your skill set for staying power.

Figure out what your vision is — the why you're doing what you're doing.

Set goals to increase productivity and move your business forward.

Practice self-discipline to enjoy the self-employed life.

Chapter 4

Focusing On Your Mindset Before Your Skill Set

IN THIS CHAPTER

- **Understanding that success is an attitude**
- **Having a vision before you set goals**
- **Breaking through self-doubt**

For more than 25 years I've been primarily a skill set trainer. I've spoken and trained on why you need to do a task, how to do the task, and what the exact word choices and analogies to use to make the point come to life. Over the years I've understood that having a positive attitude was important, but I didn't really give personal development and mindset the attention it deserved.

One of the things I experienced over the years is that when I went to speak for a half-day seminar, the group leader would say, "Oh, these two people left on fire and are ready to take their business to the next level." Six months or so later, I'd speak to that same leader, and she'd share that one person took everything and ran with it and got amazing results, had been promoted twice, and had doubled their business, whereas the other person hadn't changed, insisting they had tried the same strategies. They both had the same knowledge and ideas but got very different results. I used to think one must just want it more than the other.

YOU'RE NEVER TOO OLD TO DREAM

I have an uncle who's 100 years old. He talked about buying a boat when he

was 99. A boat! At 99! This same uncle moved to a new state and built a house … in his late 80s. He's one of the most resourceful (and happy) people I know. He's always dreaming, learning, and doing new things, and having new experiences is what keeps him so vibrant.

Consider these interesting bits of information:

- Arianna Huffington was 55 when she started the *Huffington Post.*
- Vera Wang didn't design her first dress until she was 40.
- Henry Ford was 45 when he created the revolutionary Model T car.
- Julia Childs hosted her first cooking show at 51. (She didn't learn to cook until she was 40!)
- Steve Jobs was 52 when Apple introduced the iPhone
- Harlen Sanders (Colonel Sanders) sold his first chicken franchise at 62.
- Ray Kroc bought the first McDonald's at 52.

These examples prove that it's never too late to be anything you want to be. You can make things happen if you keep dreaming and doing. They always had what it took; they didn't give up when they found something they dreamed of doing.

Beginning today, identify that dream you've always had and tell yourself that it's time. Then, start walking down that path, kick any rocks out of the way, and go for it! You only live once, but as long as you're alive, you can keep dreaming and doing.

After almost three decades, I know without a doubt that if your mindset isn't healthy, if you don't believe that you can, if you don't keep a positive attitude, then it doesn't matter how many skill sets I teach you, you're going to find a reason for why it doesn't work. You might go out and try something one time, instead of trying it multiple times, and say, "I knew that this wasn't going to work" or "I don't know the right people." The truth is you're letting your mindset get in the way and sabotaging your success instead of actually putting the skill sets into action.

After you have a healthy mindset, the skill sets become much easier to navigate. Successful people have the following four practices in common that contribute to a healthy mindset and, ultimately, their overall success:

- Dream/vision
- Enthusiasm

- Positive attitude
- Goals

This chapter discusses dreams, vision, attitude, and enthusiasm. Chapter 5 focuses on goals.

Vision: Your Big Picture of Why

Your vision is the big picture of what you want in life. A large part of what I do as a direct selling consultant is conduct surveys and reports to learn more about the field and gather statistics to help develop my training. Through conducting surveys and focus groups, I've found that only about 3 percent of people have a vision for their lives. According to Brian Tracy, expert on goal setting and author of *Flight Plan* (Berrett-Koehler), this statistic is true for people in general.

To succeed in direct sales, you must have a crystal-clear vision of what you want. That's because you'll face frequent challenges, and if you're like all the most successful direct sellers, you'll become discouraged. That's right. Every single person who has succeeded at direct selling has questioned themselves, and most will tell you they've been tempted to give up. Having a vision to strive for can keep you going.



TIP Picture what you really want in life. Make that picture very clear. Don't just envision more free time and more money. Add detail. Perhaps you want to buy a new home, become debt-free, or help your spouse retire. Writing your vision down or using a vision board is a good way to keep your vision alive.

Here I share what my vision was and why it's important to help others find their own vision.

Your vision will change

Your vision will change. So don't worry about trying to create a vision that will address every possible detour your life might take. In fact, your vision will continue to change throughout your life as you reach important milestones. After you reach one milestone, you set a new vision for what you want in life and in business.

MY VISION IN DIRECT SALES

I've made tens of thousands of dollars a month in direct selling (which was a big deal in the 1990s), and I know dozens of people who have earned that much and even more. But if I hadn't had a very strong vision of what I wanted and why I wanted to succeed, I'd have given up. If you don't have a clear vision why you should continue to work through the challenges, you'll be tempted to quit, too.

When I first began a career in direct sales, selling crystal, my vision was to be a rock 'n' roll star. I was a drummer in a rock band, and our gigs weren't paying my bills. So I needed to earn money in a job with a flexible schedule that didn't interfere with drumming and that also let me sleep in a bit on mornings after I played. Direct selling fit the bill — and paid the bills.

A few years later, I traded in my dream of being a rock star for the dream of staying home with my new baby girl. I began to take my direct sales business more seriously so I could still contribute to our household income and afford some luxuries like tiny, cute outfits for her. Once again, direct selling fit in with my schedule and helped me earn money during hours that my husband could be home with our daughter. It allowed us to save substantial money for things like day care, family trips, groceries, and yes — tiny, cute outfits.

After having two children, my vision was to reach the top of my company's career plan, earning a six-figure income by the time I was 30. When I was 28, I changed companies and had to start my business completely over. My goals changed — but my vision never did. And three months before my 30th birthday, I was promoted to the top of my company, earning $10,000 a month.

That vision is what has made my training and consulting company, Step Into Success, a one-stop shop for corporate offices, direct selling leaders, and representatives for all their direct selling and marketing needs. That same vision continues and allows me to continue to build my already successful business, as well as spend more time with my husband, children, and grandchildren.

I've always updated my vision in ten-year increments — when I was 30, 40, 50, and so on. I didn't always reach every goal, and I didn't always get there the way I thought I would. I definitely had some bumps and detours along the way. But almost every time, I ended up where I wanted to be.

To succeed in direct selling, you must have a vision of why you want to succeed in this business.

The importance of having a vision before

you set goals

Vision is your why and is attached to your heart. It's not just the bigger picture; it's a fire in your belly that keeps you going even when life isn't fun or easy. When people think about successfully accomplishing something, they often think of goals. They set goals, work them, and (hopefully) achieve them. Goals are your how. They're typically made up of a series of short-term tasks that build up to a finish line. Goals are attached to your brain. When your heart and your brain work together, you can accomplish great things.

Staying focused on your vision

Vision can take two forms:

- Waiting until you can do exactly what you want to do
- Beginning the process that ultimately creates exactly what you want

Several years ago, when I started looking for a planner specific to the direct selling industry, I kept coming up short. I couldn't find anything for the industry that did everything that I wanted it to do, so I decided to create a planner based on what my vision looked like. The first planner I offered wasn't exactly what I had envisioned, but it was a start! People loved it and provided feedback as to what would make it even better.

The second attempt was better, but it still wasn't my exact vision. I'd envisioned the look of excitement on someone's face as they recorded an unboxing video and posted it on Facebook. I kept my focus and, after four years of trial and error, I got what I wanted. I ended up with a planner with a beautiful gratitude journal, leader guide, and accessories with awesome packaging. That planner was the vision I had on day one, and my team got there because we didn't give up.

When a clear vision is at your mind's forefront, you can more easily keep working toward it and not stop until you accomplish the goal. If you don't have a clear vision, you'll end up compromising or giving up at some point.

Creating a vision board

I suggest using a vision board, one of the most helpful tools I've used over the years. If you aren't familiar with one, a vision board is a visualization tool that can include pictures, quotes, photos of people, images of places you want to visit, or anything that inspires you. A vision board can be a corkboard, a poster board, or a digital file on

your computer. A vision board keeps you focused on the why as you walk through your life.

The reason vision boards work so well is because seeing what you want everyday will keep you inspired. Research shows that visualization is one of the powerful and effective ways to get messages into your mind for the long haul. Words come and go, but images not only stick in our minds better, they also invoke feelings and emotions. Feelings and emotions are what make people take action, not words.

Being a leader and helping others with their vision

According to my focus groups and industry surveys, only about 1 percent of people are born with the natural ability to help others create a vision. The rest have to develop the ability to mentor through practice.

When you join your company, you'll want to explore the career plan and ranks within your company, as well as the qualifications to achieve them. According to your company's career plan, you technically become a leader when you start to bring other people into the business and achieve a leadership rank within the career/compensation plan.

But being a leader means more than that. Part of what it means to be a leader is the ability to inspire others to discover their vision and their success story. You must become a student of it and help others find their why. Find the fire in your belly and then help others find the fire in *their* bellies. See Chapter 20 for more on what it means to be a leader.



TIP The real gift when it comes to vision is when you master helping others achieve their vision. Starting to see results in people's lives that you touch and truly inspire is the most rewarding feeling in the world — far beyond any financial measure.

Building vision in others is important because it helps them remember why the challenges are worth going through. As a leader, you know they'll face challenges while building their business. By helping them build vision, you give them *staying power*.

Sharing Your Enthusiasm with Everyone

Enthusiasm is contagious. People will mirror your attitude, your tone of voice, and your body language. If you're enthusiastic, people will be enthusiastic with you; if you're confident, people will be confident with you; if you're unsure, people will be unsure with you; if you're hesitant, people will be hesitant with you. You get the point. These sections examine why being enthusiastic can make you a more successful direct salesperson.

Being enthusiastic in all interactions

Remaining excited about your business at all times is important. Be passionate and confident about what you're doing, your success, and your business because people will mirror that same reaction.

If you call a past host and say, "Hey Emma, it's Belinda. I know it's been a while since we did a party, but I wanted to let you know I have a new catalog. I'd like to show it to you. What do you think?"

Emma will probably respond with something like, "Send it to me and I'll ask around. If I get any interest, I'll call you back."

On the other hand, if you call Emma having already decided to be excited about your new catalog instead of sounding indifferent, your conversation might go something like this: "Oh my gosh, Emma, I can't wait to show you our new catalog. Your friends are going to love it! We have so many amazing new products that you're absolutely going to love. My calendar is already filling up fast! You don't want to miss out on this. I only have Tuesday, May fifth and Saturday, May 23 open. Do either of those dates work for you?"

Her reaction will most likely be, "Okay, Let's book the 23!" instead of being unsure or hesitant. If you show Emma that you're excited, then she'll be excited.

Many new representatives are nervous about trying to secure bookings or get new business because they often lack confidence. They feel unsure and don't want to seem pushy. Instead of keeping a positive attitude and sharing their excitement for their business, a new rep usually says something like this:

> "Hi Maria, this is Robin." (*Lots of small talk.*) "Well, I don't want to keep you. I know you're busy … and you may or may not be interested … but I went to a _____ party and really liked the products, so I decided to join the company. I just have to do six parties to really get my business off the ground. If not, it's okay. I don't like to pressure my friends, as you know, but if you would help me out, that would be awesome."

This rep comes off as shy, afraid, and unsure how to handle things. If you remind yourself why you got into this business and remain excited and positive, your conversation with others would be very different.



TIP

Ask yourself why you started. Did you want to pay for your child's camp this summer? Go on a well-deserved vacation? Maybe pay off some debt? Whatever your reason for joining the business, be sure to keep it in mind at all times. Write down your vision and goals and keep them somewhere easily accessible. Put them on your fridge, mirror, desk — and anywhere else you look. Keeping yourself focused on what you want and staying committed to achieving it will help you remain positive and excited while working with your customers and clients.

When you commit to having a positive attitude about your business, your conversations will begin to sound more like this:

> "Hi Brittany, this is Sarah. I'm so glad I caught you. I'm sure you're busy, so I won't keep you. I just had some exciting news to share. I went to a _____ party on Thursday and was so impressed with the products. It was something I could really see myself sharing with others, so I decided to join the company as a way to meet new people and earn extra income for our family. Brittany, I'd absolutely love for you to get your friends together for a fun shopping experience. This is something I think they would really enjoy, and it will also give you an opportunity to receive some special thank-you gifts. This would really help me out. What do you think?"

Not only will you feel different about yourself and your business after having a conversation that begins like this one, but so will your hosts. Even if your host agreed to a party when you sounded unsure, they likely won't turn out to be an enthusiastic host and will have that same attitude when inviting their friends to the party. By remaining positive and sharing your enthusiasm and excitement with leads, not only will you have a higher chance of booking events, you'll have a greater chance of having successful ones because your host will be excited too.

Being excited while out and about

It's important to be excited about getting new business, and that means bringing your enthusiasm about it with you wherever you go, whether showing up in person or online. Remember, the way you choose to show up on social media reflects on you, your brand, and your business. Make sure you're making conscious and deliberate choices about what you share and post, which includes being intentional about anyone else's posts you comment on or react to.



REMEMBER Whether you're out and about in person or online, here are the three most important things to remember:

- **Look and feel your best.** Being excited about your business ensures that you're always prepared to get business, and that means looking professional, whether you're online or in person. Remember, many of these people will be introducing you to their friends, so looking presentable is important. Chapter 8 discusses the importance of dressing for success.
- **Be ready with your positioning statement.** Have your positioning statement ready to share whenever the opportunity might arise. In brief, your *positioning statement,* also known as your *30-second commercial*, is designed to share with your leads exactly what you offer while creating a desire for it. Refer to Chapter 8 for more about your positioning statement.
- **Figure out how to engage in conversations.** Being energetic so you can network is key. That means starting conversations with people. An easy way to start conversations with someone is by complimenting them on something. A compliment

gets people feeling good about themselves and more inclined to continue a conversation with you.

Starting a conversation can be difficult, sure — but you have to force yourself to do it, because when you do, you have the opportunity to get some amazing results in return. When you're online, by commenting on other people's posts with an actual comment, not just an emoji, you'll be a participant in the conversation and that can increase your chances of developing a relationship.



TIP If you can wear your product or have it with you, great. Otherwise, you may want to have logo wear on or you may want to carry a bag with your logo on it.

Staying Successful: Attitude Is Everything

For almost everything, I estimate that 80 percent of your success is wrapped up in your attitude. And I know for a fact that the attitude you choose to have will either attract people to you or cause them to not want to do business with you.

When you first start your business, you want to see as many people as you can. Having a positive attitude makes you likeable and makes others feel confident about doing business with you. Even in the midst of challenging times and obstacles, you need to challenge yourself to assume the best about your company, your products, and your ability to be successful.



TIP You must always act in a way that will attract people toward you. Choose to look at your day in a positive way. Say

to yourself, “This is a great day! My business is coming along nicely, and my calendar is already half full.” The choice is yours whether you want to be optimistic or pessimistic. How you see yourself and your life is what you will get — so always be positive and energetic.

When you expect things and remain positive, you challenge yourself to be prepared. Maybe you decide to take five business cards or information out with you because you expect to meet five amazing people. When you leave the house with that attitude, you’re more likely to start conversations with people and get the ball rolling. You’ll feel more confident about your business and what you offer, and so will the people you meet.



WARNING On the other hand, if you wake up thinking you’ll have a horrible day, then you’ll continue to have a horrible day. If you say things like, “I have nothing going for me. I have no bookings, no sales, and no recruiting leads,” then that’s how you’re going to feel, and that’s what will manifest in your life.

Here I discuss how to set yourself up for positive outcomes. Many people refer to this as having an *abundance mindset* instead of a *scarcity mindset*.

Discovering how to deal with no

One thing you need to figure out quickly in this business — in any business, for that matter — is that people are going to tell you no.

Some people won’t like or want your product. They won’t want to book an event, and they won’t think direct sales is for them. And that’s okay. You can’t let them bring you down because getting a no actually means you’re closer to a yes.

When someone tells you no, remind yourself that they aren’t saying no to you because they don’t like you as a person. They’re saying no to the experience or to the product, maybe even because they don’t understand it.



REMEMBER Sometimes people are so fearful they're going to get a no that it prevents them from getting a yes. The truth is, to get a yes, you need to get a number of no's. If you ask ten people and one says yes, that means nine say no. So, when you get the no, be excited about it — because you know that a yes is just around the corner!

Many tend to take rejection personally and let it affect the way they think about their business. The first few times you hear no from your friends, family, or coworkers, or if no one shows up to your launch event, you may want to abandon your dreams. You'll want to lose your positive attitude. You'll start convincing yourself of things like these:

- Well, I really just wanted the products in the kit anyway.
- I guess it wasn't meant to be.
- I'm actually too busy with my other job.
- I've earned back the cost of the kit, so it's no big deal.

In fact, many people talk themselves out of the business before it even starts. That's why you need to remain positive and committed to your goal. To get the results you want for your business, you have to stay focused, give your business the time and attention it deserves, and don't let the no's bring you down.

As with any new job, at times you'll feel uncomfortable and unsure, especially at the beginning. But as long as you remain positive about your business — even through the no's — you'll find yourself attracting people you want.

Finding the silver lining in everything

Figuring out how to find the silver lining means discovering how to find the best in everything that happens. If you do your best and look for the good in every situation, then good things will come to you.

I remember when I was in the field, I booked a party with a woman who was older than 90 and lived two hours away. I went all the way there, and no one showed up. I could tell she was upset, so I stayed with her for two hours looking at photos of past vacations and things her grandchildren had made her. I could have gotten upset and written the evening off as a horrible night with money lost. Instead, I put my

focus on her and making her feel good. I was hopeful that something good would come from the situation, and it did. She not only collected an abundance of outside orders, she helped me create the biggest booking chain of that summer.

Sometimes when you do something, you want an exchange of effort or a result right away. If you do good and help people, it comes back to you in other areas of your life. It might not come back to you at that exact moment, but eventually you'll see the fruits of your labor.

Everyone faces challenges. What's important is to not focus on the challenge itself, but rather to focus on the solutions. Here are two ways to do that.

Being solution oriented

You *will* have something go wrong in your business at some point. Instead of focusing on what's wrong, focus on what you can do to fix it. Every time you see a problem, immediately make it your goal to find a solution.

I remember once while traveling to Toronto, I was sitting beside a couple whose flight to Detroit had just been cancelled. I heard them say things like, "What are we going to do now?" "I can't believe our flight got cancelled. Now we're going to miss picking up Jacob." Automatically, they looked at their situation with a negative attitude and started to list how this one thing was going to ruin everything else.

I've always been very solution oriented, so I was already coming up with solutions for them. I interrupted them and apologized for overhearing and gave them some options. I let them know that the Windsor airport was only 45 minutes from Detroit and maybe they could get a flight going there. I reminded them that Detroit to Toronto was only a four-hour drive, so they could possibly rent a car. After I mentioned these options to them, they calmed down, and their attitude changed.

The fact is, most people don't think in a solution-oriented manner. Many people keep themselves from moving forward toward their goal. Instead they give up at the first sign of trouble and let one small thing ruin their day.

Letting go of the things you can't change

Sometimes things aren't meant to be, and no matter how solution-oriented you are, you can't change certain things. If so, you need to move forward and find the positive in that.

Don't be upset about the things you can't change. Something like an order being delayed in shipping is completely out of your control. But what *do* you have control over? You can connect with your customer and reassure them that their order is coming. Nine out of ten times your customer will understand. If they don't, you can work with them to make them happy.

People spend so much time and energy on the things they have no control over. That's why it's important to find the silver lining and stay positive about everything.

Keeping a Positive Mindset: The How-To

Telling someone to keep a positive attitude is easy, but it's more important to show people how to do that. The following sections discuss five things that can help you keep a healthy, positive mindset.

Surround yourself with the right people

Knowing somebody has your back — there to spur you on when you're doing a good job, there to lift you up when you're feeling down, and there to give you the boost to inspire or to keep going — feels great. You need to believe in you, but having others around you who believe in you is a game changer.

Along these same lines, surround yourself with positive things that bring you joy. What do you have in your office, for example? If your office is disorganized, well, guess what? You're going to feel that chaos when you're trying to work. You want to surround yourself in your office with things that make you happy. On my office walls I have lots of quotes, meaningful messages, and some framed cards I've received that are beautiful or have a nice message. I also have pictures of my kids and my grandkids and some artwork the kids have done over the years. That's because those items bring me joy. Make sure that your surroundings are also uplifting.

Stay positive: The three people you need

Every successful person will tell you they didn't do it alone. Along their journey, they had people who believed in them, as well as people who didn't, people who told them they could do anything they set their mind to, and others who told them they'd never be able to do it. Along the way, they had both motivators and detractors, and each of those

people had an impact.

Being able to master focus, self-motivation, and goal-setting in order to make sure you succeed is one thing. It's quite another to surround yourself with people who also want you to succeed. As you're working toward success, find these three people to support you:

- **Your cheerleader:** Everyone has days when they're just feeling down. You're human, so don't get too caught up in that being a problem. It's not. However, sometimes you need to be "on" to get things done, even if you aren't feeling it. That's where your cheerleader comes in. You can reach out to this person and get a boost when you need one. The cheerleader is often a motivator. They can remind you why you're doing what you're doing. Your cheerleader is the voice that will always get you into a space where you can thrive again.
- **Your accountability person:** This is someone who can see through all of your insecurities and help you get to where you can move forward. This person really kicks your butt … in a good way. This person believes in you and speaks the truth. They help you to get past what is holding you back so you can take action. They remind you of what you've done before, what your goals are, what you said you were going to do, and why you're doing what you're doing.
- **Your clarity person:** You've probably had a time when your brain was so full of clutter that you needed help clearing the way. This person is able to listen, assist you to clear the stuff that doesn't matter, and help you move forward. They're the problem solvers, the solution-oriented friend who will say, "Let's figure this out right now."

On my success journey over the past 30 years, I've always had people filling these roles. Throughout the years, these people have changed. You'll identify who these people are through the experiences you've had with them. You instinctively go to the one you need depending on your situation.



WARNING You may find these traits in one person. However, be careful about having the expectation that one person can meet all of these needs. The more people you have around you, the more you'll benefit from the different perspectives.

Be grateful and use a gratitude journal

Research has proven that there are multiple benefits of gratitude including higher self-esteem, better sleep, improved psychological health, and stronger relationships. Gratitude practices have also been scientifically shown to change your brain in a good way! *Gratitude* comes from the Latin word *gratus,* which means "thankful" or "pleasing." So, to be grateful is simply to have appreciation and express thanks.

You'll always face challenges, setbacks, and struggles, but when you also make sure to include gratitude, you find that every day is truly a day to be thankful for your life. The following sections provide some clarity so you can make gratitude an easy habit in your everyday life.

Figuring out what you're grateful about

You can be grateful for about anything in your life — your health, your family, your kids, your friends, your dog, the stranger who held the door for you this morning, the fact that you laughed today, the sunshine, being able to buy food at the grocery store because you have some money in the bank, a warm bath, a good book, your computer (so that you can work, your kid can attend school, or you can Zoom with anyone, anytime you want to see them and say hi). The list is endless! When you start to think about all the little things in your life that are actually pretty big things, you can begin to see things to appreciate everywhere!

Using a gratitude journal

A *gratitude journal* is a place (paper or electronic) where you capture (write or type) things that you're grateful for each day. It can be a cheap paper notebook, a word processing program on your computer, an app on your phone, or a special journal you buy.



REMEMBER What you write or how you write it doesn't matter: You can make a simple list or write more detailed paragraphs. The point is, there's no right or wrong way to do it. Just recording your gratitudes is what's important.

Furthermore, research has shown gratitude journaling can lower stress levels and increase levels of calm. Just take five to ten minutes, clear your mind, and focus on what matters most to you. Giving thanks can make you happier and healthier. The benefits, not only in your mental

and physical health, but also in your overall attitude in how you approach the world, has a positive impact that's contagious. You can also more easily make decisions for what you want more of in your life and what you can cut!

Don't forget to revisit your journal days and weeks later. Think about the feelings you get when you look through old photos: you laugh, you cry, you smile, you feel things … in other words, you're grateful. Imagine if you occasionally look back through your record of all of the things in your life that were heartfelt and appreciated? You can reflect on what those gratitudes still mean to you.

Stay positive on social media

Your positive mindset also is important online. People are watching what you do and say on social media. They're deciding what type of person you are, whether they like and trust you, and whether they want to do business with you.

Your social media platforms shouldn't be places to air your dirty laundry, complain about your day, or in any other way be unprofessional. When you do any of these things, you come off as a negative person — and people don't want to do business with negative people. Part 4 discusses more in depth how to use social media, including how to address negative comments.



WARNING Even if you choose to use your social media pages only for personal use and *not* for business, never forget that potential customers, hosts, and recruits are viewing you online. Someone who is interested in your product or your business will most often check out your social media pages to decide whether or not you're someone they want to do business with.

Be a strong role model for your team

As a leader, it's important to be an example for your team. You want to create a space for them that is positive, uplifting, and motivational. Often, your team members are already fighting with negative self-talk and self-doubt, so it's important for you to have a positive attitude.



TIP

You also never want to get involved in gossip. If one of your team members is having a problem, help them find a solution without worsening the situation or getting involved in the negativity. Discussing their situation with others breaks down the trust, and in many cases, productivity. Instead, show them your positive attitude and help get them back on track.

THE SERVICE RECOVERY PARADOX: WHEN MISTAKES TURN OUT GREAT

The *service recovery paradox* is the idea that customers will be more loyal to you after you have made a mistake and made up for it with great customer service. Your customers understand that you and your company make mistakes. What most people are looking for is to be validated and heard. They want to make sure that they matter to you and that you'll do what it takes to fix the situation for them.

One time I went to dinner with a group of friends to a new restaurant. Even though we had made a reservation, it took more than an hour to seat us for dinner. I remember how hungry we all were, not to mention how upset and frustrated I was. As we were waiting for our server to come over, my friend turned to me and said, "Well, we're definitely never coming back here!"

The manager accompanied our server to the table. The manager apologized for the wait and brought us a sample of almost every appetizer on the entire menu. They wanted to make sure that we felt taken care of and that we enjoyed the remainder of our evening. The food was fantastic, and we were so blown away by the service that even to this day, the restaurant is still a place we recommend to everyone.

That is the service recovery paradox. I became a more loyal customer after having the staff make up for a mistake because I got to see how professionally they handled a negative situation and how fast they turned it around. They believed in the experience and food. You need to have this same attitude about your business, your products, and most importantly, yourself.

Just like the restaurant, you too will make mistakes. You'll order the wrong product, something will arrive damaged, a product will get lost in the mail, or if it's delivered, the customer won't like it. When those things happen, use them as opportunities to show your customer that you have amazing customer service, are dedicated to making them happy, and can confidently and easily find a

solution to their problem.

Overcoming Self-Doubt

The truth is, no one ever fully overcomes self-doubt. Even top athletes, musicians, actors, and political leaders are often crippled by self-doubt. The trick is to recognize it, because the sooner you recognize it, the sooner you will come out of it. If you recognize what causes you to doubt yourself, you're more likely to avoid those feelings and maintain a positive attitude about your business and your skills.

Many people doubt themselves in the direct sales industry. They question whether they're suited for the business or they doubt their abilities when sales and recruiting go down. They convince themselves that it wasn't meant to be and they actually start talking themselves out of their business. Here I cover the four cornerstones of belief, which help you regain your confidence and overcome your self-doubt.

Recognizing the four cornerstones of belief

To help yourself and your team members overcome self-doubt, look at these four main areas of your business that you must remain positive about and remind yourself of when you're experiencing self-doubt:

- **Belief in the industry:** Do you believe that the direct sales industry is a good model that offers a flexible schedule and fair compensation for your work? Do you believe it's a great way for people to supplement their income, make their dreams come true, meet different and like-minded people, and do something fun? Remind yourself of all the reasons you believe in direct sales.
- **Belief in your company:** Do you believe that your company has your back, provides you good, quality products, and has programs in place for you to be successful? Can you count on your company to provide you with the support you need to achieve your goals? Remind yourself of all the amazing things the company does every day to help you succeed.
- **Belief in the product:** Can people benefit from your product? Is it easily marketable? Do people want it and enjoy it? Will people buy it? Ask yourself: Do I love the product because I sell it? Or do I sell it because I love it? Remind yourself of what drew you to the products in the first place.

- **Belief in yourself:** Do you believe you deserve to be successful? Do you believe that you can reach your goals and achieve your dream? Do you believe that you can earn the money you desire if you work hard enough? Remind yourself that your dreams matter and that you can achieve anything.

Starting with self-talk

Believing in yourself starts with self-talk. Say things that encourage belief in yourself. Instead of saying how stressed you are, say, "I'm a little overwhelmed right now with what I have going on. What can I do to fix this? What can I get off my plate?"

It's up to you to know how you feel about your business and your life. For example, I have a very busy schedule with travelling. I can say, "I can't believe I have to leave again. I'm so tired. I'm so sick of living in hotels and spending all of my time flying," or I can say, "I'm so excited I get to do what I love! I love sharing my passion and knowledge of this industry with so many people."

You have control over your self-talk and have the power to remain positive. It all starts with you. If you say no one wants to buy my product, or no one wants to book an event with me, then no one will. It's important to believe in yourself and talk positive about yourself and your business, because if you remain positive, you'll work toward positive results.

Building confidence and self-esteem

The following sections were inspired by Pat Pearson's *Stop Self Sabotage* (McGraw-Hill).

A lot of people think that confidence and self-esteem are one and the same. They're actually very different:

- **Confidence** comes from knowledge and practice. The more experience you have, the more confident you'll become. Having a student mentality for your business and always striving to learn more and be better will help you increase your confidence.
- **Self-esteem** is established based on the relationships you have and the people you surround yourself with. Surrounding yourself with people who are extremely positive helps build your self-esteem and your belief in yourself. Your self-esteem gives you the push you need to learn more, seek new opportunities, and network with others.

Don't keep going back to people who are going to talk negative to you. Find inspirational people within your industry and follow them. Surround yourself with successful people who are positive and who motivate you to want to achieve greater success with your business.

Your confidence and your self-esteem combined are the perfect recipe for success.

Getting Out of Your Own Way

The main force that limits your success is likely to be yourself. Discover what things are holding you back from achieving the success you want. Each person deals with many reasons why they hold themselves back. For each person, some reasons may be stronger or more dominant than others.

The sooner you recognize what your Achilles heel is, the sooner you can correct it. This section covers some of the more common ways people hold themselves back from achieving everything they could achieve.

Settling for less

This happens when you're going along and you almost get to your goal, but you decide where you are is good enough. For example, say you want to book six events next month. You call up past hosts and leads from your booking lead notebook (see Chapter 13 for more information) and you do a booking commercial at your events. Doing all of this gets you five events on your calendar. You decide to stop at five because you've convinced yourself that what you have done is good enough.

Why? Why are you settling for less when you wanted six? That sixth event might help you get the income you want for that month, earn an incentive, or achieve a promotion.



TIP Instead of being satisfied by less than what you really wanted, work to push through and achieve the goals you initially set out for yourself.

Avoiding resignation

Avoiding resignation is when you convince yourself that whatever you were trying to achieve wasn't going to happen anyway. You decide that it won't make a difference even if you put your best effort forward. You say things like the following to yourself:

> "I'm not going to bother calling these leads. They weren't that good anyway."
>
> "I might as well not go. No one I know is going to be there."



TIP Having confidence in your skills and in your business that things will work out and that you will find success is important.

Managing perfectionism and procrastination

Another thing that inhibits people from achieving true success is being a perfectionist. This is *my* Achilles heel. I decide I want to do something, but before I jump into it, I think of all the things I need to do first to make it perfect.

I've thought about writing a book for many years and have started the process more than a dozen times. But I never completed it because I got too wrapped up in what the cover would look like, what the title would be, which chapters I would include, and so on. I got to the point where so many details were in my way, I never got started. But when it came time to write this book, with the help of my editor at Wiley, we set small, achievable, and deadline-oriented goals. So instead of feeling overwhelmed by writing an entire book, I focused only on writing a chapter at a time and then editing a chapter at a time. (And voila! Here it is!)

You may decide to make booking calls, for example, but before you do that you need to make files first, then you need to make a spreadsheet, then you need to run to the store to get highlighters instead of sitting down, digging in, and just making calls.

Other people suffer from procrastination. They think, "Well, I still have a day and a half to get this done. I'll just wait. If I wait until later to call, more people will be home; I'm really tired right now. I'm going to wait until tomorrow when I'm feeling more up to it."

It took me a long time to realize that perfectionism and procrastination go hand in hand. Even though I had never considered myself to be a procrastinator, my perfectionism caused me to procrastinate. When I finally came to that realization, I had to let it go because I didn't want to be a procrastinator or feel that I had the inability to stay on task.



TIP I haven't overcome this shortcoming completely, but now when I catch myself saying, "I first need to do this," I analyze what I'm doing and force myself to start digging into the project.

Staying away from denial and blame

It's in people's nature to want everything to be fine, so denial functions as a gloss over the harsh realities of life. When people ignore or refuse to believe what's going on around and within them, denial creeps into their lives. *Denial* is refusing to accept reality or a situation for what it is. As a self-sabotage strategy, denial operates very much to a person's detriment. The more you fear you don't deserve something you want, the more denial you have to use.

Here are some examples of denial:

> "I eat pretty healthy most of the time — I don't know why I can't lose the weight."
>
> "It's ok that I didn't earn that trip. We're going to be going on a really great family vacation anyway."
>
> "It's okay if I don't make my promotion next month. If it's meant to be, it will happen."

People who suffer from denial convince themselves they've done everything they could to get a good or positive outcome, when in fact they may be too afraid to try everything. They also deny they ever wanted something in the first place, so they can try to avoid the feeling of disappointment.

Blaming, or *projecting,* is maintaining that the responsibility for the behavior lies somewhere else, not with you. You don't deny the behavior, but you place its cause "out there," not within yourself. I see this all the time in direct sales. People are so quick to blame anyone else they can for the mistakes and actions they've made themselves:

"If my upline were more supportive, I would be better. I was never trained properly."

"If my job was more structured, I would have more time to focus on my business."

"My friends don't make enough money to purchase the product."

"If the company could get the promotions out faster, I could get more bookings."



REMEMBER *You* are in charge of your business. You need to decide to take the steps to achieving your goals and not let your fears get in the way of your success.

Taking risks: Getting past the fear

Fear is usually fear of the unknown. People get paralyzed if they don't know the outcome. Part of getting over fear is realizing that you aren't going to know the outcome, and the only way is to jump in and try.

Being solution oriented comes into play. The more solution oriented you are, the more likely you are to take risks because you know that at the end of the day you will be able to find a solution. You need to tell yourself, "No matter what happens, I am going to figure out a way." Refer to the section, "Being solution oriented," earlier in this chapter for more information.



TIP One of the things I always do if I really find myself in fear of moving forward or taking a risk is to make a list of pros and cons. I look at what would be the absolute worst thing possible that could happen and what would be the best thing possible. Most of the time, the best thing far outweighs the worst. But if I look at the worst and ask myself, "Can I live with that? Can I change that?" and my answer is *yes*, I move forward.

Comparing yourself to others

Many people sabotage their success by comparing themselves to others.

Does that person have what you really want? Do they live where you really want to live? Do you want that type of house? Do you want to work the same amount?

Remind yourself that *you* define what success looks like and do what it takes to get you there. You can't compare your success to someone else's, just like you can't compare the beginning of your journey in direct sales to that of someone who has been in the industry for years.

Another way not to compare yourself to others and to keep a positive attitude is to have an attitude of gratitude. Always stay focused on what you have and what you are capable of. Write down all the good things in your life in a journal. Check out the section, "Be grateful and use a gratitude journal," earlier in this chapter on how to use one.

Chapter 5

Setting Goals and Boosting Your Productivity

IN THIS CHAPTER

- **Focusing on your goals**
- **Exploring my proven productivity system: the Power Hour**
- **Developing other helpful skills**

Success is measured in different ways for different people. What success means to you is personal to you. Success is a journey, and it's your journey, so don't compare your journey to someone else's.

Whatever success looks like for you, the following components are almost guaranteed to get you where you want to go (I discuss most of them in this chapter):

- **Vision** is the big picture of where you see yourself and what motivates you. Keeping your vision front and center can help set you apart — very few people develop a vision. Chapter 4 examines vision in more detail.
- **Goals** are the actionable and measurable steps that get you to your vision.
- **Productivity:** Creating and staying on a consistent schedule is one of the hardest things for most people, especially those individuals who've never been self-employed before. Discovering how to set the right schedule to manage your time will contribute to a large portion of your success. I call my time-management system the Power Hour, which I discuss in this chapter.
- **Practical skill sets:** Working on your focus, commitment, consistency, and organization can help you take your business to the next level.

- **Incentive programs:** Direct sales companies create these programs to increase productivity. You can use them to boost your own sales and earn more income.

Goals: Milestones to Success

Vision and goals both contribute to success, but they aren't the same thing. Success is achieving your vision by reaching the goals you set. *Vision* is the whole journey (refer to Chapter 4 for more information); *goals* are the milestones along the way that keep you moving forward with your business — and yet an increasing number of people are afraid of setting goals.

Whenever I ask people what success looks like to them, most respond with "I don't know." Most reps are fine just going with the flow and taking whatever business they receive. That's because for the most part people don't know what success looks like for them. If you don't know what it looks like, then how do you know what you're striving for? If you don't know what you're striving for, how are you going to know when you've gotten there? If you don't know that you've gotten there, how are you going to feel successful? And if you don't feel it, how are you going to project it?

For as far back as I can remember, I've been setting goals. It's hard for me to even go through a regular day without setting a goal and achieving it — whether that be getting on the phone with a client, getting in a workout, or writing ten pages of this book.

When I was young, my goals were things like how fast I could ride my bike around the block or how many records I could collect. When I started playing drums at ten, a goal might have been trying to master a technique or playing along to a particular song. Everything was always about hitting a target. Now as an adult, this habit has carried over into my life without any thought. No matter how big or small my vision is, I always set mini goals to help get myself where I want to be.

The following sections explain that you don't have to be afraid of goals and help you understand the power of setting your own.

Destigmatizing goals

Maybe you're afraid to set goals because you fear they're too daunting or challenging. Nonsense! For one thing, goals don't have to be stupendous. People think goals need to be life-changing. That couldn't be further from the truth.

Goals are exactly what you need them to be. A goal can be creating an Instagram account, calling five people, or recruiting a new team member. You may be in this industry as a hobbyist or for some part-time income to help pay for the everyday things in your life like dance lessons, gas, groceries, and so on. That's your vision for your business, and your goals will align with that.



REMEMBER If you don't hit a goal, that doesn't mean you've failed. To my way of thinking, there are no failures in business or in life, until you fail to try again. If you're driving and miss a turn, for example, or go the wrong way, you don't just give up on reaching your destination. If you're using GPS, it will take a moment and say, "Recalculating route." It doesn't say, "Okay, you're a loser. You went the wrong way, now just turn around and go home." You follow the recalculations and get yourself back on the route.

Goals aren't scary. Fear paralyzes people, and most of the time, fear — fear they'll fail and fear of what others will think — stops them from setting goals. If I said I've never been afraid, well, that simply wouldn't be true. But I don't let it stop me. I ask myself, what's the best thing that could happen? And what's the worst thing that could happen? If I can live with the worst, then I move forward and strive for the best. And most of the time, I land somewhere in between. Everything in life is either a blessing or a lesson, as they say.



TIP Goals don't need to be life-changing. They can be simple, actionable, measurable steps that will keep you on the road to your vision. And you can always reset your goals depending on your personal situations. Don't let other people's opinions worry you, especially if you don't reach a goal. Most people will actually admire you for doing something because they're still usually sitting in the same place.



REMEMBER Setting any goal, no matter how simple or complex it is, doesn't have to be daunting either. Just remember these three parts:

- **The vision:** The purpose of why you want to reach the goal
- **The task:** Also referred to as the *benchmark,* the goal for what's needed to achieve what you want
- **The plan of action to complete it:** The action steps you'll need to take in order to achieve your goals

For example, say you want to sell $5,000 this month to remodel your kitchen. So, your vision is to do the kitchen remodel, and the task is to sell $5,000. To create a plan of action, figure out the best way to sell $5,000 in a month. If you break it down, you'll need to make sales of $1,250 each week. You can do that in different ways: through online or in-person events, through your customer community group, or through individual follow-up. For example, you can conduct two parties at $400 each and do individual sales with follow-up as well as sell in your customer community group (VIP) for $450, totaling $1,250.

Simplifying the process of setting goals is a great way to stay motivated, reach the goals you set, and start to see success on your level of where you personally want to be.

Setting intentional goals: The five Ds

Your goals may change over time. You may need to do things differently, your goals may not work anymore, or you may find better ways to get to the end of the race. Goals help you measure your success on your way to your vision.

When you put your vision out there, or even just say it out loud to yourself, that's when things actually begin to happen. Some call this the *Law of Attraction* — the idea that like attracts like, and positive thoughts bring positive things.



TIP Regardless of whether the Law of Attraction has an effect or

not, when you're more aware of what you want, you're more purposefully pursuing it. So, really knowing what you want from your life and from your business can only help you develop your commitment to your business and your success story.

Goals are a way to break down your vision into manageable steps. Look closely at your vision. What steps, or goals, will it take to get there? For example, if you want to take your loved ones to Disneyworld, you need to determine how much that trip will cost. After you know the dollar amount, you can easily plan how you're going to achieve that in commission.

Think how many events do you need to book, how many trade show events you need to do, how many more products you need to sell, and how many one-on-one appointments you need to schedule. Those can become goals.



TIP Random acts get random results. Be intentional. If you're specific about your goals, you're being intentional. Make things happen instead of waiting for things to happen.

Follow my Five Ds of Setting Intentional goals to help you create the steps that will lead to your vision and develop your success story.

Decision

First, make a decision about what you want. For example, should you put your children in public school or private school or home school them? Do you want to move to a new neighborhood or a bigger house? Facing tough choices can make you waver between the options. How do you feel when you're indecisive? Anxious, frustrated, overwhelmed? But by not making decisions, isn't that what you're doing? When you make a clear-cut decision — even one with consequences — you feel relief, like that huge weight has been lifted off your shoulders. That's a much better place to live, and it's the only way you're going to get what you want.



TIP Often, if you're feeling anxious, think about what it is that

requires a decision. After you have that decision or clarity, you'll begin to feel excitement. You'll create a desire for action and you'll get in the mode of action. You'll feel empowered and in control. You're now back in the driver's seat of your life!

Desire

The desire to act on a made decision will build. Many people put off a decision and tell themselves they'll feel an overwhelming desire to get moving in the right direction when they wake up in the morning. If you wait for desire to overwhelm you, you're going to be waiting a very long time. You'll *never* wake up one morning and suddenly be overcome with the desire to get moving with your business without ever setting goals. But after you've made a clear decision, the desire will follow. Almost always, action is side by side with desire. When you decide, *Okay, we're going to move*, you get excited. You call a real estate agent and start making your home ready to sell.

Details

Details are better known as *daily lists of things to do*. Most people make regular to-do lists. You need to know what the list is for and where you're going. Ask yourself, *What are the four to six things I can do that will move me closer to my goals?* The details are the work you do to get there.



TIP Keep your daily list limited to what you can realistically achieve. Then, when you cross all the items off the list, don't just turn the page and start another list, *celebrate*. Put your feet up and relax with a cup of tea or glass of wine.

Destination

When you make a decision, the desire builds, you follow through with the details, and you reach your destination. You may need to pull over and get directions to your destination (meaning you may need to get help from your upline or an accountability partner), but don't ever give up.



REMEMBER Success is a journey, a road traveled. You'll have speed bumps, roadblocks, and detours crop up along the way. If you don't know where you're going, the detours that you come across in life will take you off in different directions. By having the destination in your mind, plus written down and posted around your home or office as reminders, you'll be able to get through the detours and challenges and still be headed in the direction you want.

Determination

Setting goals requires determination. Tell yourself that you aren't giving up. And then don't. When an event cancels, don't just think, *Oh well, I guess I have the night off,* and then hang out watching TV. Instead, make some calls and get another event (or two) booked. If you're short on your sales goals for a trip, don't hang out watching TV — instead make up the sales with more bookings, one-on-ones, or reservicing orders.

Being Prepared Leads to More Productivity

The more prepared you are, the easier it will be to do your business, and the more productive you are, the less likely you'll be to talk yourself out of it. The following sections give you some suggestions to be better prepared and why using a good planner can make all the difference.

Identifying ways you can get prepared

Here are some ways to better prepared in your business:

- **Keep your leads in one easy place to find.** You may look at the clock, think you have 20 minutes before your next meeting or before you have to leave to pick up the kids, and decide to make a few phone calls. But the numbers you need to make those calls are everywhere, scattered around your desk, and you don't even know where to begin. By making sure you have a place to consistently put your leads, you can always find what you need quickly. I have mine in the back of my planner, so I easily flip to that information.

- **Create a digital opportunity folder on your computer.** Keep a folder with the relevant information — whether it be a compensation plan at a glance, new consultant rewards, an interest letter from you, or information about the company — so you can easily locate and send it.

  Say you post about your business and how much you love it because it provides both income and flexibility, and someone messages you and says they want to know more information. You need to be ready and respond within minutes. You don't want to have to go digging for that document or packet.

- **Have a content calendar.** Social media plays a huge part in your success in today's business world, especially in direct selling. Social media is how you reach multiple people, how you follow up in your customer community groups, how you get additional sales, and how you meet new people. A *content calendar* allows you to plan what you're going to do, post, or talk about on social media ahead of time. It's basically a blank calendar that at the beginning of every month you fill out with all the relevant information about what you're going to do on each day.

  For example, a week in your content calendar may look like this:

  - **Monday:** Post the motivational quote about butterflies and caterpillars.
  - **Tuesday:** Go Live on Facebook with a focus on a product.
  - **Wednesday:** Do "Winning Wednesday" and hold a drawing for something your group has participated in.
  - **Thursday:** Post a "this or that" or ask a poll question (which would they prefer?). Show graphics (A, B, C, D).

- **Friday:** Share fun facts, things to do with your kids around the house, or a recipe.

Without using a content calendar, you'll get to each day without a plan and wonder what you should talk about or what you should post, and you'll waste a lot of time trying to figure that out … or just not do it at all.

Relying on a good planner: More than just a calendar

Having a schedule is important because it keeps you organized, helps you to stay on task with both personal and professional commitments, and ensures that important things don't fall through the cracks or get lost. What you schedule is what you'll do. Although a basic calendar can help you to keep track of your time obligations, having a good planner system that lets you see tasks, goals, progress check-ins, your vision board, and plans of action all in one place, is a game changer.

These sections delve deeper into what a planner can do for you and how you can use one.

Keeping you organized

An organizing system is crucial to your success. It's the one thing that keeps your plans and goals front and center, no matter what else is going on. Whether you're running a business, a household, or a marathon, a planner is your best friend to keep your head in the game and your foot on the gas pedal.

A planner is a great tool but, like any other tool, it only works if you use it the right way. A good planner is much more than just a calendar, and it allows you to do so much more than just keep track of appointments and to-dos.

My planner is the one tool that has helped me the most in the 40 years I've been involved in direct sales. Checking in with my planner every day helps me be more proactive with my business; I can see where the holes in my schedule are, where my numbers are for the month, and how close to my goal I am (or not). It gives me more purpose and motivates me to take action every single day.

Using your planner to reach your goals

Establishing good habit patterns early on in your career can help you stay on a path to success. Here are some ways to use your planner system to not only be a highly effective organizer, but to also take charge of your entire life and get the results you want:

- **Provide a place for inspiration.** You have an opportunity to be motivated and inspired every time you open your planner. Go through and add quotes throughout the year so that when you turn the page, you get a surge of energy. Keep track of things for which you're grateful by writing them down as they come into your life. Make a point to look back occasionally and enjoy moments of gratitude that you may have forgotten.
- **Create monthly goals.** You should definitely have daily tasks and yearly goals, but setting up and hitting smaller goals on a weekly or monthly basis gives you a consistent series of smaller wins, and that builds your momentum.
- **Incorporate a simple morning and evening routine.** When you learn how to start the day ready to go and end the day strong, what happens in between those things seems more manageable. Even if the bookcase seems messy, having those bookends keeps it all together. You can make your routine short and sweet (go for a short walk, meditate for five minutes, listen to your favorite song, do a quick workout), but identify things to quiet your mind and energize your body. When you do this consistently, your focus will increase significantly, you'll get more done, and you'll have closure at the end of the day.
- **Add a daily tracker for healthy habits.** Include habits like how many glasses of water you drink, how many steps you take, and how much sleep you get. Wealth isn't just about making appointments and booking parties. Your health is wealth. The more you take care of yourself, the more you can be available for others — and that's good for business. Although you may have an app on which you track some of these habits, having them all in one place where you can see your progress every day can keep you motivated.

These are merely suggestions; you can include so many beneficial things — both personally and professionally — in your planner. For example, in my Planner for Direct Sellers, I include all of the above, as well as a vision board, a dry-erase board, a place for tracking analytics, a place for leads, and links to training videos that keep you motivated every month.

Understanding Productivity and the Power Hour

Do you have an hour to spare? Of course not. No one does. But can you spare 15 minutes here and there? My system, which I call the Power Hour, uses one simple hour to produce results. The Power Hour means taking an hour in your day and breaking it down into four income-producing activities, or key things, that you want to accomplish in that hour.



REMEMBER Using the Power Hour, you take small blocks of time and get extraordinary results from them. After you master the concept for your direct selling business, you'll find you can apply the Power Hour concept to almost every area of your life — even fitness and finances. Did you know that three 15-minute increments of cardio exercise gives the same benefit to your heart as one 45-minute session?

Have you ever had plenty to do, but felt like you really couldn't achieve anything because you didn't have a day, an afternoon, or even an hour available? Then you're going to love Power Hours.

The following sections explain the nitty-gritty of the Power Hour, including how to utilize it in your daily routine and what you can do in each 15-minute interval.

Focusing on how the Power Hour works

A Power Hour means you only spend 15 minutes on a single task and then move on to another one. The idea is that, because you're focusing solely on that one task, you actually accomplish more than if you attempted to spend a full hour on that task while being distracted by other things.



REMEMBER For direct selling, spend a Power Hour on four activities:

- Host coaching
- Booking events or appointments
- Recruiting
- Following up with customers



TIP To ensure that you're able to focus on your direct selling Power Hour, remove distractions. Turn off your social media alerts, silence the ringer on your phone, and close your office door.

In the Power Hour system, you create four folders, either on your computer or using actual file folders, that correspond to the four previously mentioned activities.

If you're like most people, you have piles on your desk, sticky notes, and scraps of paper with notes scribbled on them. During your Power Hour, put your information in one of these folders, so you can easily find it. When you're out and about and get questions because you have on logo wear, or you happen to talk about a product or the opportunity, put these leads into the appropriate folder. Any lead you get will live in one of these folders.



TIP In doing the Power Hour, you don't have to do it seven days a week to get results. Four days will get amazing results, three days will get great results, two days will get good results, and one day will still get results.

If you're looking to build your business, 15 minutes of phone calls is less daunting than spending hours on the phone trying to get bookings or repeat sales. Even if you only get a few orders, by the end of the week you have 10 to 15 additional orders — not bad for 15 minutes and a little consistency!

You don't have to wait until you have an hour to become entrenched in what you're doing so that you're successfully created a habit. Take 15 minutes with each task, and it can turn into results and rewards quickly. Over time, it will become a habit of reward and success.

Your 15 minutes on host coaching

Hosts often complain that they booked a party or event, and the rep didn't touch base until two days before the event. Make sure that doesn't happen to you; spend 15 minutes and keep your host excited, engaged, and informed.

You can easily forget who and when you've reached out to your hosts when you have multiple books. I use a ten-contact time system for host coaching (see Chapter 14), which can be utilized with the Power Hour. Use folders to help you organize your pending hosts, so you can always keep an eye on who you're reaching out to and so no one falls through the cracks.

Your 15 minutes on booking

Spend 15 minutes solely focused on contacting people to schedule an event with you. By booking during your Power Hour, you'll soon sharpen your skills speaking the language of booking by doing multiple booking calls during a single short block of time.

Whenever you add a name to the Booking Leads (or Recruiting Leads) folders, be sure to make a note of the circumstances. For example, if your lead told you she wanted to have a party when her kitchen remodel finishes in six weeks, then make a note of those details — and mention them during your call. This shows her that not only do you remember her, but that you also care about her. She'll view it as a friendly call and not as a sales call. And remember, the key is to build relationships with your customers and leads.

Your call to her would sound something like this:

> "Hi, Ashley! This is Belinda. I hope I've caught you at a good time. The last time we chatted you were remodeling your kitchen. How's that coming along? Wonderful! I'll be so excited to see it. The reason I'm calling is you asked me to give you a call when the work on your kitchen was finished so that we could go ahead and set a date for your party. What do you think would work better, a weekday or a weekend?"



TIP When you get a booking, immediately make another booking call. It's not time to celebrate yet! The excitement from the previous *yes* will still be with you, and you'll discover that the language you used from the last call will come easier to you. This will build your confidence, and people will notice that. People will always mirror the energy you give to them — if you sound hesitant, nervous, or

desperate, they'll pick up on that too. In fact, you can reference the prior call to show your new lead that you're busy, energetic, and in high demand. You can say something like this:

> "I just spoke with my last host, and they're going to do a margaritas and manicures party. Do you think that's something your friends would enjoy also?"

Your 15 minutes on recruiting

Recruiting is the one area of your business where timing is everything. When someone has expressed interest but then says no, that doesn't mean no forever or that they don't like you. It just means right now isn't the right time.

People's lives change. That's why follow-up is so important. Previous leads showed interest about your opportunity, which is why they're in your lead notebook. But just because the timing wasn't right at that time doesn't mean it won't be right sometime in the future. If you get a *no* or a *not right now,* don't just say, "Okay" and forget about it. Ask if you can keep them informed with specials, especially those to do with the kit. Say something like this:

> I *totally* understand, Alex. I want you to feel confident in this business when you start. Is it okay for the time being that I keep you on my list? I'd love to keep you informed on upcoming specials we have, especially starter kit specials.



TIP When you talk to recruit leads in a friendly and casual way, just as you do when you're doing a customer service call, you build a relationship. That means they'll come to know and trust you, rather than feel like you're bugging them.

Your 15 minutes on customer service

During this 15 minutes, you simply contact people who have previously

ordered from you and ask if they're enjoying the products they purchased. After they say *yes,* ask if they want to add another specific product to their collection. Tell them about a current sale or special or ask if they need to reorder more of their original purchase. Make sure you know what they ordered last, and be prepared to tell them what the specials are this month.

> "With Mother's Day right around the corner, I wanted to find out if I could help you with any special ladies in your life."

Direct sales companies say that only 1 to 3 percent of direct sellers do reservicing calls. When you don't make these calls, you're leaving money on the table. Someone, either another rep or competitor, will pick up that money. Great customer service is incredibly important not only to your sales, but also to your bookings and recruiting, so be sure to make these calls. The results I've documented are that they can increase your business as much as 50 percent!

My 2 + 2 + 2 program (see Chapter 17) explains that you should follow up two days after a purchase to thank the customer, two weeks after that to ask how they're enjoying the product, and two months after that to see if they want to re-order. Following up with your clients and keeping in contact with them creates loyal customers.



WARNING However, don't overdo it either! You want your customers to feel like when you call, that you're providing a service — one that they appreciate.

Developing Important Skills

I want you to develop four more skill sets for your direct selling business. I call these the Four Pillars of Success. Every program and product I've developed have been created with these four pillars in mind. They're what make the Power Hour work. Here I discuss them in greater detail.

The power of focus

For a lot of people, the idea of *focusing* on something with undivided

attention seems almost impossible. There is just too much to do and there are too many interruptions.

In business, you normally find yourself in one of two situations:

- **Situation 1:** "Omigosh, I need to call this recruit lead, put this order in, and make coaching calls to my three hosts." You have so much going on that you can't focus on completing any one project. In this case, you're not focusing on anything, and you're not producing any results.
- **Situation 2:** "I have no business. I don't know where to begin. I'm feeling so bad. I don't even have any good leads." You have let fear paralyze you. Instead of feeling overwhelmed by all the tasks you have to do, the end result is so stressful that you don't even know where to begin — so you don't.

With the Power Hour, you take each task and break it down, making it easy and well prioritized, and giving you a starting point.



REMEMBER Focus takes focus. Everything else in your life needs to be put away for 15 minutes, so you can focus your undivided attention on the priority at hand. It's easier than it sounds. You can do *anything* for 15 minutes! Do it with the prize in mind — at the end, you'll have achieved what you wanted. You'll have results, and the next block of 15 minutes will be even easier.

What you focus on is what you get

It's not uncommon for people to spend their days focused on what they *don't* want. Be aware of your self-talk. It's easy to get caught up in thoughts such as: "I don't feel like working today," "I dread dealing with this person, "I don't like making phone calls," "None of my leads are very good" or "My kids won't listen to me."

In life and business, you're guaranteed to get whatever you focus on. If you focus on the fact that you're not feeling well, you're going to continue to not feel well. If you focus on how bad your business is, your business is going to continue to be bad. But if you focus on what a great product you have and what an awesome family you have, you're going to be excited and your business is likely to do well. You have a choice every day to look at the glass as half full or half empty. Choose

well.

When your strength is focus

Create a habit, practice your focus, and you'll be rewarded with results you never expected.

Some people's greatest asset is truly their ability to focus. These people are good at *doing* — deciding their goals and getting it done. In this asset, there is also a slight weakness. Sometimes, they get so hyper-focused that they miss the bigger picture. For this reason, they miss the details and planning. *Does this sound like someone in your life?*

Usually these peoples' tasks go something like this. On a Saturday morning, they think, *Okay, I'm going to clean out the garage.* They're excited about it and spend the whole day on it. By the time they finish a full eight hours later, it's spotless and looks like a showroom. The tools are hung, screws, bolts, and nails are all in their own little jars, and gardening tools have their own area. A place has been made for everything, and everything is in its place.

Of course, they'll have gone to the hardware store three to four times that day because they didn't look forward and plan what they'd need. But to them, that isn't the point. The point is the garage looks spectacular.

When you think your strength is multitasking

Many people feel their greatest asset is multitasking. But it can be more of a weakness than a strength. Some people can plan their whole day, but many times they lose sight of the one thing that they want to accomplish.

Often they start their day by thinking, *I need to make booking calls*.

But before they get on the phone to make booking calls, they make coffee, clean the kitchen, and start a load of laundry. Then they sit down to make the calls, but it's almost time to pick up the kids and they don't want to get started on this important task until they get back. After they get the kids, they decide to visit a few stores and runs errands. Now it's time for dinner and they never really get started on what they wanted to do in the first place. The biggest problem is that people like this delude themselves into thinking they had a great day … but they never did the one thing they set out to do.

The power of commitment

Commitment is one of the most important promises you make to

everything and everyone in your life and business. You need commitment to get anywhere, and you absolutely need commitment to succeed with your direct selling business.

Commitment means saying what you're going to do — and doing it. It means respecting your relationship with yourself, and with others, enough to follow through with what you have promised. Some days you'll be tired, and perhaps even wish the host would call and cancel the event. You may even be tempted to cancel it yourself.

Your reputation as a businessperson is always on the line. Honoring your commitment means that your customers never have to question whether they can rely on you to provide the products and services they want to purchase.



TIP Be in it to win it. Your commitment to your vision is a powerful thing. Your commitment to show up when you really want to give up is the secret to achieving your vision and making it a reality. Success doesn't happen overnight in direct sales, so continue to see the people, fill in your pipeline, and keep making calls. You need to stay committed to achieving those goals.



REMEMBER You're going to have bad events. Your host may not invite people. Your best recruit may quit. Are these reasons to give up on your dreams? Not a chance. You need to stay committed to your vision of why you started with direct selling. Don't let circumstances discourage you and steal your commitment. You come back and make the next day better. Don't talk about it for days on end. The longer you talk about it, the longer you live in that place. Remember, what you focus on is what you'll get.

The power of consistency

Consistency is doing something again and again. It's making your effort a habit. Consistency can help make your business successful.

Habits are consistent. Habits are just the things that you do continually.

Once, probably a long time ago, you made the choice to do it consciously, liked the reward enough to do it again, and continued to do until it became part of your natural flow. Whether it's a good or a bad habit, if you practice it consistently, you become successful at it.

Direct selling is a simple business, and you can be very successful just by learning and practicing a few basic skills and repeating them over and over until they become habits.



TIP Whether your goal is to work your business part time or full time, you'll have to schedule time to make phone calls, follow up with leads, and hold your events. One of the most important things you can do is create a work schedule and stick to it, just as you would a doctor or dentist appointment.

One reason I was so successful as a direct seller is that I had a regular schedule and I stuck to it just as if a boss set it for me. On Mondays I coached my team. On Tuesdays I made follow-up calls. On Wednesdays I ran errands and handled personal business. On Thursdays, Fridays, and Saturdays I held parties. My schedule was always consistent, and it helped prevent procrastination.



REMEMBER Don't forget the Power Hour; refer to the section, "Understanding Productivity and the Power Hour," earlier in this chapter. It helps you concentrate 15 minutes at a time on building your business and creating habits. Consistency is easier when you realize you don't have to do it for the entire day. In short bursts, something can become a habit. Every time, begin with your vision and goal in mind, see the reward ahead, and give it your full focus … c*onsistently*.

I've had moments — even whole days — when I just didn't feel like doing something. On those days, I have to be flat-out honest with myself. What if I did nothing today? Do I want to stay where I am, getting what I've always gotten — or would I rather power through and keep myself consistent so that I reach my goals and realize my vision?



REMEMBER Accept that you'll have days like this. You're human, and your brain wants to stay with the pathways it has always taken. But you've already decided on a new course, you have the road map, and you're headed to your destination — if only you can stay consistent.

Here are some things you can do to be more consistent:

- **Call an accountability buddy.** Your best bet is to call your friend who is great at *tough love* and have them whip you into shape. They're the person who will make sure you're not listening to the part of your brain that's trying to talk you out of doing something.
- **Understand the implications of your choice.** You can choose not to do it today and have to start fresh tomorrow without the reward you'd receive today — or you can power through your inconsistent feeling and just get it done, and get the reward.
- **Ask yourself some questions.** What would someone you admire do in this situation? What would happen if the Olympic athletes skipped their training on the days when they didn't feel like it? Think about who admires you. Will your kids be getting a good role model if they see that you decide you "just don't feel like it" today?
- **Review.** Look back at your goals and vision and at your progress so far. Are they worth putting on the shelf because you don't feel like getting results today?



REMEMBER You can pay the price of discipline, or you can pay the price of regret. Yes, it's about being consistent and doing it today and every day. But it's not about what you get today. It's about what you're becoming: successful.

The power of organization, or lack thereof

Many people dread hearing this, but organization is also vital to your success in direct selling. Your lack of organization will rob you of more time than any other single thing. The good news is that organization

doesn't have to come naturally to you, and it doesn't require sophisticated methods to work well.

How organized is organized enough? You're sufficiently organized when you have a method for tracking what needs to be done and what has been done. You should also know what supplies you currently have, what you're running low on, and what you need to get. And you need to be able to quickly and easily access the records of your lead contacts, your previous sales, and your previous hosts and customers.



REMEMBER Organization does more than help you keep track of what needs to be done. It also allows you to fully enjoy whatever you're doing, without feeling the pull of other tasks.

The greatest way to stay organized is a calendar. I discuss how a calendar can help you keep track of everything in the section, "Relying on a good planner: More than just a calendar," earlier in this chapter.

Direct selling is a high-touch business. While you use technology to place orders and track your business systems, your customers value the personal service and product knowledge you have. You provide much more excellent service when your office area and files are neatly organized.

Having an organized home office space will make working on your direct selling business more enjoyable. I have a simple (and it's pretty common, I didn't dream it up on my own) system for decluttering an area. I simply sort everything into three piles: keep, throw away, and donate.

I actually have a rule that I can only touch an item once, so I don't allow myself to have a decide later pile — that's how the clutter happened in the first place.

In your home office space, you should have a strict policy on organization. Phone numbers, host files, and customer records should always be in reliable, easy-to-reach places. You'll frequently need this information, so you need to be able to quickly put your hands on it.



WARNING Your lack of organization will rob you of more time than any other single thing.

Being Rewarded: Strive for Company Incentive Programs

Many companies offer programs and incentives to help motivate you and keep you consistent in running your business. Setting your sights on earning these incentives and programs for your success and momentum, especially at the beginning of your business, is important.

Most companies offer programs within your first 90 days of starting (typically called Fast Start, Quick Start, Fast Track, and so on). The fast-track type program is a great way for you to earn additional products for your kit, gain items for your own personal use, and of course, establish good business habits and patterns. From my experience as a trainer and coach, I've found that what you start with is what you're likely to continue with. So, if you get your business off to a healthy and successful start by pushing yourself in both sales and recruiting, you'll most likely enjoy long-term success.

Familiarizing yourself with the program and the exact requirements and qualifications you need to hit to earn it is key. Not only will earning this program get you off to a great start and land you a nice reward from the company, but you'll also be getting paid at the same time.



TIP Companies offer ongoing incentives because they want to keep you focused, excited, and engaged in your business. So, any time your company is running a program or incentive, make it a priority to earn it.

Chapter 6

The Art of Being Self-Employed

IN THIS CHAPTER

- **Understanding what it takes to be self-employed**
- **Discovering the CEO within**
- **Identifying important systems to help you be successful**

Even though the thought of being self-employed may entice you, I find it's the greatest struggle people have when starting their own business. Most people are used to being told exactly what to do, when to do it, and how to do it in their eight- to ten-hour-a-day job. Being self-employed requires a certain discipline that you may never have had to rely on before. However, you can do it with the proper tools, systems, and mindset.

Many people have the dream of being their own boss. They fantasize about working whenever they want, from wherever they want, with nobody telling them what to do or when to do it. Although that dream is certainly a snapshot of what being self-employed can look like, it's just a tiny part of what success as an entrepreneur actually entails. What most people who've never worked for themselves tend to leave out of that fantasy is the huge level of commitment that running your own successful business requires — not just the financial commitment, but also the emotional commitment, time commitment, willingness, and required sacrifices it takes to succeed.

The difference with direct sales is that you're a *micro-entrepreneur,* meaning you're in business *for* yourself, but not *by* yourself. The company in which you sell items does much of the heavy lifting for you — for example, product choices, website design, shipping, and merchant accounts just to name a few — which is what makes direct selling appealing. I hear from direct sellers all the time that they love

this business because they can fit it into the “nooks and crannies” of their lives. Even though that can be true, to have a successful business of any kind, you must work your business.

This chapter discusses exactly what you need to succeed an entrepreneur. I focus on the way you think about your business and examine simple, reliable systems you need for every area of your business.

Shifting Your Thinking about Being an Entrepreneur

As a direct seller, you may not have thought of yourself as an entrepreneur, because you’re not technically running a company, but I challenge you to change that perspective. The term *entrepreneur* has more meanings now than ever before — you can have a side hustle; be an independent contractor, a freelancer, consultant, or service provider; or own your own business. Some of the most successful entrepreneurs are earning a living as direct sellers.

From interviewing almost 300 entrepreneurs from all walks of life on my “Work from Your Happy Place” podcast, I’ve recognized some common challenges that even some of the most successful entrepreneurs have had. Those challenges range from the courage it takes to making the initial leap to figuring out how to get the results you want, from managing your (up and down) cash flow to managing your time without someone else telling you what to do, from making choices about whether to hire or not hire someone to marketing yourself and your business with so many options from which to choose. For the first time, you, and only you, are the person in charge of making all of these decisions.

That’s why you can find many sources (books, websites, podcasts) that deal with the how-to of being an entrepreneur. In order to be a successful entrepreneur, you have to change the way you think. If you keep the four shifts in the following sections front and center and lead with them every day, you’ll not only find success, but also sustainability as an entrepreneur.



REMEMBER Being an entrepreneur is more than just picking a product line and advertising it. When you work for yourself, *you* are what you're selling.

Remember that you're in the people business

No matter what product or service you offer, never forget that you're in the people business. Your main job is to build relationships. If you can do that, you'll succeed.

Consider this: I had my first business at age 12 when I had a paper route. I was given a route of existing subscribers and focused on getting to know each customer personally and providing excellent customer service. If I did those two things well, customers would keep their subscriptions and I'd earn higher tips. My strategy not only worked, but it also allowed me to ask for and get referrals. That's how my business grew.



TIP Make a habit of having more conversations. Don't jump in and just try to sell. Go into each day with an intention of building relationships and interacting. Don't just post on social media and check it off the list for the day. Take a few minutes and look at what other people are posting and make a comment or join the conversation. It's a great way to network.

Keep it simple from the start

When you first begin, thinking about what you should do can be overwhelming. Someone might tell you that you should have a blog, newsletter, Instagram account, Facebook page, podcast, updated profile on LinkedIn, and presence on TikTok (even though you have no idea how to do it!). Take a deep breath and begin with baby steps.



REMEMBER Don't feel like you have to do everything that other people

are doing. Find what you enjoy and do well, figure out where people who would pay you for it hang out, and start there. If you're familiar with a particular social media channel, go there first. Then start showing up there consistently to get you and your knowledge in front of your target audience.

You can jump into many sites and conversations online — or start your own — and begin networking and sharing your value immediately. The key is to pick one and show up consistently.



WARNING Be careful of getting to the point where you're so overwhelmed with what you could do that you aren't doing what you can do.

Understand that you aren't alone

As an entrepreneur, be honest with yourself and know when to outsource or ask for help. When you take the controls, you'll quickly figure out what your strengths and weaknesses are. At some point, you're going to need other peoples' help — everyone does. You'll discover that trying to do it all on your own can be a waste of your time, energy, and money. That's why it's important to build relationships with potential collaborators along the way, not just potential clients.



REMEMBER Do the things *you* do best. For instance, no one else can connect with your clients the way you do, so focus there. You can hire people to do other tasks that aren't about direct contact with your client. Identify what busy work can easily be done by someone else. As your business grows, you may want to hire someone when your time becomes tight. I had my first job in direct sales as an assistant to a Mary Kay director when I was only 14 years old. I worked after school doing odd jobs that freed up her time. When my direct sales business began to grow, I hired a 14-year-old girl to do some of the busy work after school, which allowed me more time to continue growing my business.

You don't need to hire someone full time. You can hire people part time or as needed. Think about students who might get credit or experience helping you. Most schools have a co-op program from which you can interview.

Take care of yourself because you're your actual commodity

When you're the only person doing everything, you can easily get overwhelmed. Remind yourself each day that a little self-care goes a long way. Compare it to charging your cell phone — if the battery has 5 percent left and you don't plug it in, it's not going to work when you need it. You're no different than that phone.

Make sure you're getting enough sleep and schedule moments to reset within your day. Put actual times on your calendar to get up and step away, even if it's just for ten minutes. Giving yourself permission to chill out and take a short walk can work wonders for you. You may find that those are the times when your best ideas and answers come to you!

Committing to Being Self-Employed and Staying Positive

When I was 25 years old, I was on an incentive trip with a large group of people. We were all sitting around one afternoon, complaining about things in our businesses. The chatter was mainly about others in our organization, specifically our upline: "They don't want to give me information," "She's always doing this or that," "They never …".

In the group that day was a leader who was doing well with his business. I had often wished he was my sales manager. At one point, I said, "If I just had someone like you, then I'd be doing great." I had hoped for some sympathy or some ideas or tips. Instead, he looked straight at me and said, "Honestly, complaining isn't ever going to change anything. Complaining isn't going to change your outcome. If you don't like your leader, if they don't get you the information you need, then move up to a position where you have all of this information yourself. And if you're so unhappy that it's making you *this* miserable, then get out. Maybe this isn't for you."

Wow! At first, those words hit me right between the eyes. The message was clear and honest: "Move up, shut up, or get out, but stop

complaining." Instead of being offended, I got to work. Those words have always stayed with me. What he helped to instill in me that day was commitment, and that changed my business success forever.

You need to be committed to your business. Commitment is about actions, not words — you either do or don't do something. It means saying what you're going to do and then doing it. It means respecting your relationship with yourself and with others enough to follow through with what you've promised. It's when you stick with something for the long term, instead of giving up because you didn't get instant gratification. It's about knowing that immediate results aren't going to happen often, but when you stay committed, you'll get results. It's about knowing you may have to wait, and still working toward it every day anyway.

Commitment isn't easy, but you can do it. The following identifies three things you can actively do to ensure you're successful with your commitments:

- **Have a vision and create goals.** Commitment starts with a *vision* — the reason why you're doing what you're doing. Without a vision, you don't know what you're working toward. After you have a clear picture of your vision, you can set goals to help you achieve it. Chapter 4 helps you create your vision, and Chapter 5 focuses on setting goals.
- **Don't let other people rob you of your commitment.** There's no benefit to hanging around people who try to interfere with what you're committed to doing. Do an inventory of the people in your life on a regular basis. Identify the nay-sayers, the time-wasters, and the negative nellies. Also identify the supporters, the motivators, and the people who always seem to have your back and give you space when you need it. Become more aware of how you feel when you're around different people and make choices to spend more time with the people who respect and cheer on your commitments.
- **Celebrate the small victories.** All too often, many people are so focused on the big-picture goals that they don't acknowledge the wins that happen on a daily basis. If you want to stay consistent and committed, celebrate the little things. Maybe it's making that one phone call, shooting and posting a short video for your social media account, or doing something even though you didn't feel like doing it and almost blew it off. Little things done consistently are what create all big things.

Being the Boss You'd Want to Have

Any great leader will tell you how rewarding an experience it is to watch people blossom right before their eyes, seeing them grow into their own personal greatness.

But being a leader can also be a daunting task. You have to motivate and inspire people on a daily basis, and you also have to balance your own personal and professional lives while helping a lot of others with theirs. That's a big challenge. But it all doesn't have to be done just by you. Leaders who surround themselves with a solid personal board of directors (people who support your decisions and help you be the best leader you can be) are better able to manage, balance, and lead their way through even the toughest of times.

Be the leader for your team that you'd want to have if you were on your team. Here are six types of people — think of them as your own board of directors, that every leader should have on their team:

- **Mentors:** These people already have experience in what you're trying to achieve. Mentors can offer you wisdom and insight that can help you along your journey more quickly or smoothly.
- **Role models:** You aspire to be like these people. They have a character you admire or operate at a level you want to achieve. You don't need to know them personally — perhaps an author, a podcast host, or an influencer. The people you gravitate toward may be role model material.
- **Advisory board:** These people are leaders in your organization who can offer specific insight into your business. They can also be consultants who bring their own unique talents into the mix. For example, when I'm working on a new idea, I'll pull an advisory board together to get their opinions, ideas, or perspectives, which often leads to making tweaks to the product before I release it.
- **Peers:** These people within your same business are in the process of doing what you're currently doing. They can be teammates or coworkers. People in a similar position can bring a different perspective to the *way* you do what you do. Being able to see things using different perspectives might lead to more creativity or better results.
- **Circle of influence:** These are people you know who are

connectors. They may be mastermind groups or networking superstars. Look at ways to increase your circle of influence. For example, I recently went to buy some furniture. When the salesperson asked when I wanted to set up delivery, I mentioned that I wanted to paint the room first. They immediately asked, "Do you have a painter?" I didn't. Without being asked, the salesperson recommended a painter and that recommendation is the best painter I've ever had! That salesperson's willingness to make a referral turned me into a customer for life at that furniture store. That's the power of connecting people!

- **Support staff:** Every leader needs each of these three types of support people:
    - The hugger — a person who will love you no matter what
    - The realist — a person who will hold you accountable
    - The problem-solver — a person who wants to help you find solutions

Recognizing the Systems You Need to be Successful

After you know what you want or need to do, the key to success is to create a system to do it. That's even more important as an entrepreneur because systems create consistency, save time, and keep things from falling through the cracks. Without them, you'll find yourself running in circles and cleaning up messes that you could have avoided if you'd been working in a systematic way. The following sections discuss in greater detail the specific systems you need as a direct seller.



REMEMBER Reliable systems will not only make your life easier, but they also can be the difference between a mediocre business and one that thrives. Investing the time to get these systems set up will pay huge dividends down the road.

Your physical workspace

Where you physically sit down to work each day is important. Although a nice, fully furnished, dedicated office is a great thing to have — and every self-employed person's dream — the reality for most people, however, is that a corner office isn't in the cards. Don't worry — you don't need a dedicated office to be successful. You can be creative and improvise.

When I started in direct sales, my office space was my dining room table and two shelves in my linen closet. Figure out what works best for you. For instance, try putting all your files and supplies in a storage ottoman and taking them to the kitchen table when it's time to work. Or maybe you can put a corner shelf at desk height in your living room.

More important than where you physically work is how you feel when you're in that space. Your work space, whether it's a spacious, dedicated room in your home or your kitchen counter, has to support you and your energy or you won't want to go to work in it.

This simple concept can completely change the way you think about your physical space. Everything, from your computer to a pencil, has energy. And each item is either contributing positively to your energy or it's stealing your energy. As you set up your work space, wherever it is, be strategic about what you put in that space. Choose items so you look forward to working in that space every single day.

Your time-management system

Creating and adhering to a schedule can feel limiting for a lot of people. In fact, not having to punch a time clock may be the reason you wanted to start your own business. You want time freedom! The problem is, you also have a long list of things that you have to do on a daily basis. Without some plan for completing them, you may feel stressed and overwhelmed, always running to catch up.

Establishing a schedule is actually the best way to have more freedom in your life. Consider this: With a schedule, you have a plan for when you'll accomplish the tasks on your to-do list. That's clarity and peace of mind. If you're not scheduled to be working and you're enjoying your family or working out, you can give yourself permission *not* to interrupt what you're doing and respond to that email or text because you have time scheduled for those tasks. Without a schedule, you can find yourself working all the time (and trust me when I tell you, the people in your life won't appreciate it).



REMEMBER Managing your time and creating a schedule isn't a one-size-fits-all conversation. The truth is, who you are and how you function has everything to do with how you create and maintain a way of working. For some people, structure is the key to success. Other people can't be productive without a foundation of freedom and flow.

When you begin to discover what your time-management style is, you can establish systems that support the way you work best and let go of any guilt about what you should be doing or the way everyone says you need to work. Here I look at the three different types of time management so you can decide where you fit.



TIP Take some time and think about these three styles, and then decide which style is yours. You'll probably have an idea of which of these styles predominantly fits your personality and the way you tend to work, but you also probably see some of yourself in all three. Isolate which style you feel suits you best so that you can work within the values that work for you as you create your schedule. The more you understand yourself and your time-management style, the more comfortably you can figure out how to work within whatever schedule you choose. Trying to fit your style into a scheduling system that's not you is like trying to fit a square peg into a round hole. It's never going to work.

Free flowing

If your style is free flowing, you abhor structure. That means you live much in the moment and would prefer not to have any structure or schedule at all. Although creating a schedule around this style is challenging, it's not impossible as long as you consider what needs to be in place for you to feel content and happy as you work within its confines.



REMEMBER The key to happiness for a free-flowing person is freedom. But if you have too much freedom, you end up multitasking, jumping from project to project, and run the risk of becoming unreliable for yourself, your team, and your family. That can create stress, especially because the demands and deadlines don't simply go away if they don't get finished.

If you're a free-flowing person, consider working in a way that supports both freedom and the need for structure in your business. The following tips can help:

- **Work in small but intense bursts of structured activity and mix those chunks in with plenty of unstructured time.** Consider working in time chunks. That's where you plan and structure an activity (like making phone calls or answering emails) for a set amount of time, and then plan an open block of time where you can do anything you want to do. That doesn't mean you won't be working during the unstructured time, but the freedom you feel knowing that you have that free time coming up will make you more productive during the structured time. The time intervals can be as short as 30 minutes to chunks as large as one day of structure and one day of freedom.
- **Find the most productive time of day for you to work.** Everyone has a time of day that's better for them. If you're a morning person, try to structure your calendar so that the most important items for the day are scheduled first thing in the morning when you're at your best. If you work better at night, schedule them at that time.
- **Consider a daily schedule that's open to flux.** That means you may start out with a plan for the day or the week, but you're open to changing that plan if something comes up that you'd rather do. The key is to make sure that if you do decide to rearrange your schedule to accommodate something that comes up, you go to your calendar and immediately reschedule the original planned item so it gets completed.

Structured

If you have a high value around order and organization, you probably fit into the structured time-management style. That means you function best with a high degree of predictability in your schedule. Many who

follow a structured style have a schedule that's the same every day, every week, or both. They decide what they need to do, when they're going to do it, and then use the same blocks of time each week to make sure it gets done. They can get stressed and start to feel overwhelmed if something comes up outside their routine and needs to be accomplished.



REMEMBER The key to happiness if you're a structured person is to make sure you're honoring your need for order and still making room for the flux that's inevitable in everyday life. Having a structured, reliable schedule is one thing; it's another to be so rigidly tied to it that you can't ever go with the flow when the need arises.

If your time-management style is structured, be sure you have clear systems in place and give yourself permission to break the rules now and then. These tips can also help:

- **Get clear about when you're working and not working.** Structure your day so that you have the peace of mind that everything you need to get done gets done. That means knowing what you need to do and blocking times during the week to accomplish those tasks.
- **Set a weekly schedule that's the same (or nearly the same) every week.** That means every Monday you do banking and administrative, every Tuesday is team calls, every Wednesday is about host and customer follow-up, and so on. Keep your schedule where you can see it. That way you'll stay on track, which will keep you from stressing about whether or not you're on track.
- **Be open to rescheduling when the need arises.** This is the biggest challenge for the structured type because they like things to run the same all the time.



TIP If something comes up and you have to (or even choose to) do something unplanned during your structured work day (like running a child to the

doctor, having lunch with a friend, or volunteering at the last minute to carpool for a sick parent), go to your calendar, find a chunk of time within the week, and reschedule the activity you had originally planned for that time. Having the flexibility to make changes to your schedule is one of the benefits of being self-employed. Just make sure you reschedule that work so you complete it within the week and it doesn't carry over and add stress to your schedule.

To-do-list driven

Nearly everyone fits into this category at some level (I've rarely met anyone who doesn't make lists at least sometimes). Those who fit into the to-do list time-management style, however, are driven by lists. They tend to be highly productive and often border on being workaholics. The to-do-list personality often works long hours and has trouble setting limits on how often they're in their office. The harmony between their family, life, and business can be difficult to manage.



TIP If you identify with this style, the key to happiness is to make sure you have every activity you need to accomplish for the week on paper. If it lives in your head, it can eat you alive as you lie awake at night straining to make sure you've remembered everything you have to do. Often to-do-list types are so busy they have to create their schedules weekly or even daily, which can make it challenging to develop a systematic, sane way of working.

Here are some tips for staying sane and out of a state of being overwhelmed that can make to-do listers work too much and often burn out:

- **Make a master list of everything you have to do for the week.** On Sunday night or Monday morning (I like Sunday night), sit down and brain dump everything you can think of that you have to accomplish in the following week. Look at your current schedule to see what might already be there and put everything on paper if you can.
- **Look at your schedule and decide when you're available to**

accomplish what's on your list. If you can do this, even on a general level, you'll get a snapshot of what your week will consist of. Then if you need to tweak daily based on what comes up, you can.

- **Don't take on too much.** The reason you make a master list is to put your mind at ease about not forgetting anything. You can't get the entire list done on Monday, so give yourself permission to take three to five items at a time off of the list (depending upon the size of the project) and choose to let the rest of the items on the list wait until later in the week. Doing so may take some practice, but you'll find that eventually you'll be much more productive as you work systematically through your list instead of flying from project to project trying to cross everything off as quickly as possible.

Your filing system

A *filing system* is a way to organize everything you need for your business, which allows you to find something quickly whenever you need it. Having a physical filing system for your business is essential. A filing system helps you stay organized no matter what type of space you're working in. Here I break down a few important points.

Decide on the type of system you want to use

Because home office space varies greatly, consider your needs based on your space. Does your filing system need to be somewhat mobile or do you work in a space that requires you to clear everything work-related away after you're done working? If you have a dedicated office, an actual filing cabinet might work. If you don't have a set workspace, you may want to use portable boxes. Think about how you work and access your files and decide what will work best for you.

Set up the filing system you choose

I recommend selecting five major areas within your system and creating folders for each:

- Administrative
- Customer support
- Downline support
- Event prep
- Host coaching

Within these categories, define what subcategories you need. For

example, in your administrative category you may have folders for taxes, receipts, banking, and supplies and equipment. Your customer support section may have folders for future follow-up, returns, and back orders. Create as many files as you can think of now. You can add files based on your future needs.



TIP If you do most of your work digitally, set up the same five folders and subfolders on your computer desktop. Your files are digital rather than physical.

I also recommend having a general section in one of your file cabinets with a file folder for each month of the year. I rotate these folders yearly and archive the ones from the previous year. I put every bill, receipt, and anything that doesn't fit into any other category into these files. That way I know where to look when I need to find a record or receipt.

Your follow-up system

The adage "The fortune is in the follow-up" is true, particularly in direct sales. The best way to build relationships is by creating trust and following up with customers, hosts, and any other leads you have.

Chapter 17 discusses what you say during follow-up and the techniques you use. Here I focus on the system you use to ensure that nobody slips through the cracks. The key to becoming a follow-up superstar is to make sure you call every single time you promise yourself (or someone else) that you will. The only way to do that is to have a simple, clear system to remind you to make that call.

Ask yourself these key questions about your system to make sure it's actually working for you:

- **Will you utilize the system you've chosen?** Is it user friendly and does it fit into your life and the way you do business? I used a month-at-a-glance paper calendar for years, and it worked for me. Then computers and smartphones became a way of life, and now I keep my schedule electronically so I can see it quickly, but I still rely on my month-at-a-glance paper planner so I can be more proactive than reactive. Take a look at what you're currently using and figure out if it's the most efficient way to do things. If it's not, consider an upgrade.

- **Is it reliable?** Make sure you can rely on whatever system you choose every single time to remind you to follow up. You have to be sure you understand the system and will stick to the steps you establish, or no follow-up system will work for you.

Here I outline three different effective systems. Feel free to combine them to work for you. The key is to make sure whatever system you design addresses the two previous questions.

Electronic

An electronic follow-up system is the most common. You run it on your computer, phone, and/or tablet (or all three working together). Make sure the system you choose keeps all your electronic devices synced so your calendar and follow-up notes appear on all your devices. I love the electronic system because I'm auditory, and it gives me the ability to set up an auditory reminder. Hence, I rarely ever miss an appointment or note to follow up.

I've found ICal, Outlook Calendar, or Google Calendar to be extremely user friendly. Either get in and start poking around or find a tutorial on YouTube. They're all designed to be simple to set up and sync.

Paper calendar

Some people prefer the tactile, physical practicality of a paper calendar. When I created my planner, I included both month-at-a-glance (with plenty of room for daily notes) views and week-at-a-glance views. With a paper calendar, the month-at-a-glance view is important because you'll be keeping track of not just appointments, but also people with whom you'll be following up. Even though you can record their information in a separate address book or system, you'll still need room to write their names on the date you'll want to follow up.

With this system, you turn to the date in your calendar when you want to follow up and write the person's name and a few details about the call. After you complete the call, go to the next follow-up date and make a new note to touch base. I recommend that you note the previous date you followed up so you can look back at any notes regarding that call. You can also keep notes in your address book under each person's contact information. See Chapter 5 for more about planners.

Tickler file

It isn't a calendar, just a follow-up system. Often referred to as a *tickler file,* it keeps track of your follow-up commitments so you need a

separate calendar system to keep track of your schedule. Some people actually prefer to keep the two separate.

For this system you need an expandable file or folders labeled monthly (January, February, and so on), weekly (Monday, Tuesday, and so on), or daily (1 to 31). When you have follow-ups that will happen at a later date, you can jot down the basic information you want to be reminded of about why you're following up on a piece of paper or index card and place it in the corresponding folder. As you check the appropriate folder each day, that information is sitting there waiting for you.

A tickler file is a great asset when used in conjunction with a calendar system.

System for having a video-conferencing presence

Video is a part of people's everyday professional lives these days. Chances are, you'll be using a video conferencing system like Zoom for calls as much, if not more, than the phone for one-on-ones with customers, leader calls/trainings/live videos, host coaching, valet service checkout, and customer shopping experiences. Doing live videos is also the best way to engage with both current and potential customers. But if you've never hosted a video conference, it can feel overwhelming. Don't worry. Ask your leader for tips and tricks to run an effective Zoom call.

You can also do other things to make yourself feel more comfortable and more confident. Think of these things as your online presence system. Here are five things that positively increase your presence and ensure that your professionalism comes through in every virtual situation:

- **Be more aware of your surroundings.** For many people most days consist of hopping from one video call to another. Chances are, your main focus has been getting on a call or meeting successfully so that the others can see and hear you well enough. For many, the awareness ended there.



REMEMBER I encourage you to be more aware of your

background, table, or desk and decide what little changes you can make to improve your workspace. Your environment dictates how you show up as a professional. Remember, others are not only seeing you, they are also seeing what's on your wall, your bookshelf, or the rest of the room behind you.



TIP Take a screenshot of yourself while on a video call and see what everyone else sees. Look at the picture and decide what you need to change. Are things distracting in the background? Does anything you see look a little too casual for a work call? If it's messy, what can you do to tidy up a bit? Is it too bland? If so, think about adding a plant or a picture behind you. Consider the following (and refer to the section, "The way your office looks," later in this chapter for more specifics):

- **Focus on lighting.** The right lighting makes a huge difference in your presence. If people can't see your face, looking professional, credible, or trustworthy is impossible. Too much light can wash you out and make you look like a ghost, whereas too little light can put you in a shadow so people can't see your face at all. Whether it's natural light or from a lamp, adjust the light to ensure others can see you.



REMEMBER Consider where you're sitting. If you face a window, you often have natural light at its best (but keep in mind that the light will change throughout the day as the sun moves, eventually getting darker). If not, make sure you don't have any glaring light

behind you (like a window or lamp), and put a lamp in front of you. Experiment with lighting; you can often improve it with some small shifts. Just ensure that people can see your face clearly at all times.

Refer to the section, "The equipment — Camera, lighting, mic, and so on," later in this chapter for more details.

- **Don't forget that you're on camera.** To avoid any embarrassing situation, treat every video call as if it were an in-person meeting. Wear professional clothes (especially pants!), stay in one position while talking, and have your water or coffee ready to go at the start of the meeting. After you sit down, stay put.
- **Frame yourself better.** If all people can see is your face (and sometimes even up your nose!), they feel as if you're in their personal space. They can also see every movement you make as if you're on a movie screen. It becomes distracting very quickly.



TIP Take a moment before you start the call to sit back and adjust your camera to see more of you. Ideally, you want a bit of *headroom* (the space between the top of your head and the top of the frame) and some of your body in the frame (from the chest up). Think about how much of a person you can see when you're watching a newscast or sitting across the table from a person — that's what you're aiming for.

Refer to the section, "The equipment — Camera, lighting, mic, and so on," later in this chapter for more information.

- **Don't be a distraction.** Everything you do and every noise you make comes across the screens and speakers of everyone else on the call, pulling people's

attention toward you for all the wrong reasons. To avoid being a distraction, prepare your space *before* you get started.



REMEMBER Get what you need for the meeting so you don't have to walk away. If you do need to walk away, turn off your camera until you're back in your seat. That also allows you to be present; the only time others see you on the screen, you're grounded and attentive. If you have pets, introduce them once; don't allow your cat or guinea pig to walk all over your keyboard and across the screen constantly during meetings. If you have any noise in the background (barking dog, kids, landscapers), use the mute feature. Manage your own distractions so you can be present and not create distractions for others.

I've learned a lot about how to up my game as a presenter, a leader, or even just a participant on a virtual platform. Some little shifts can create your own space that not only makes you feel good, but also allows you to show up like the professional that you are.

Along with your presence, the type of equipment you use can make a big difference in how others perceive you. You can find a range of options available that don't break the bank to create a clean and professional look at home. The following sections examine three areas that will make a big difference: the way your office looks, different equipment you need, and important sound considerations.

The way your office looks

With more people working from home, and with more time being spent online, it's important to create a space that is not only comfortable but also convenient and allows you to look and sound your best. You may have been using a random space in your home, but consider converting an extra room or guest room into a home office. For example, buy a daybed and create a space you can use every day. You can turn any space into a professional-looking office with a green screen. Get a small one that attaches to the back of your chair, a pull-up screen that is portable or a stationary one that attaches to the ceiling. I started with a

pop-up green screen, but it took up a lot of floor space, so I decided to get a pull-down that is attached to the ceiling.

A green screen allows you to have a clean background no matter what your space looks like. You can also display different scenes of your choice in your background, anything ranging from the Eiffel Tower to a clean room. (You can use the background option on Zoom without a green screen, but the challenge is the image isn't always clear.) Check out `https://amzn.to/2K9ncx6` for the one I use.

The equipment — Camera, lighting, mic, and so on

Whether you have a $100 budget or a $1,000 budget, you can create an on-screen look that exudes professionalism. Consider the following equipment:

- **External (USB) camera:** Having an external camera (outside of your computer) can make a big difference in the quality of your image. Prices range between $50 and $200. Here's the camera I use: `https://amxn.to/3mxRXsH`.
- **External microphone:** Your computer microphone doesn't always produce the best sound. Having an external microphone creates a clear and crisp sound.
- **Boom arm:** This allows you to remove an external microphone from your desk so it doesn't appear on camera.
- **Tripod:** A tripod allows you to place your camera or phone in a spot other than on your computer.
- **LED ring light or light kit:** Bad lighting can put a barrier between you and others on the call, whereas good lighting can make them feel more engaged with you. Just using a lamp or the lighting you already have in your room might not do the trick. Using a ring light or a light kit can make a world of difference in how everyone else sees you. At first, I used a ring light. But, as I continued, I wanted to get more things off the floor in my office, so I bought a light kit that clamps to the desk and has a remote control. I use these lights: `https://amzn.to/34m1QDt`.
- **Sound panels:** See the next section for more about sound.
- **Collapsible green screen:** Refer to the previous section for more.

A couple of other things to consider:

- **Adjustable laptop stand:** Get a laptop stand that allows you to adjust the height. No matter what chair you're using or whether

you're sitting or standing, you can bring to the camera to eye level, so you won't be looking up or down at your fellow callers.

- **Ergonomic chair:** Get one that feels good to you when you're sitting for a long time — the more comfortable you feel, the more relaxed you'll look.

Sound

When your sound is good, nobody thinks about it. But when it's bad, it can overtake the message. By improving your sound, you can pull your listeners in and keep them listening. Here are some tips you can do to check your sound:

- **Become aware of the sound quality in your space.** Consider things like high ceilings or echoes.
- **Record yourself talking.** Use the audio recorder on your cell phone or listen to a recorded Zoom call that you were on. When you listen, you will hear what everyone else hears. If you sound good, great! But if you could improve your sound, the microphone you use can make a big difference in your vocal quality.
- **Do your homework.** Mics come in all different shapes, sizes, and price ranges. Find one that fits your needs and your price range. I use this mic package: `www.amzn.to/34oaUry`.
- **If you want to take it up another notch, think about getting sound panels or sound boards for the room.** *Sound panels* or *sound boards* are materials that you can place in the room or on the walls that reduce the echoes and reverberation. You can get cheap Styrofoam panels or professional sound boards; they can be movable (so you can take them down when not in use) or you can get decorative ones that stay on your walls.

  I started using Styrofoam sound panels that I moved from room to room in my house. Because I spend so much time in my office, I now have something permanent and more attractive (even though my cat can't chew on them!). I use this sound room treatment kit: `https://amzn.to/3aqWE50`.

FOR MORE INFORMATION

You have a lot of options when improving your space, your lighting, and your sound while on camera, whatever your budget may be. Here are a couple of other resources to find out more about options for improving the look of your on-camera appearance:

- https://techcrunch.com/2020/05/13/how-to-create-the-best-at-home-videoconferencing-setup-for-every-budget/
- https://zoom.us/hardware?hardwaretypes.name=Cameras_for_Conference_Rooms

Part 3

Launching Your Direct Selling Business

IN THIS PART …

Start your new business effectively to create momentum.

Plan a successful launch event to introduce your new business to others.

Navigate your first 100 days of business wisely to build a firm foundation.

Chapter 7

Launching Your New Direct Sales Business

IN THIS CHAPTER

- **Understanding the importance of a launch party/event**
- **Planning and executing a successful launch**
- **Having a back-up launch party/event**
- **Scheduling your parties/events with the two-booking method**

A launch party/event can be an in-person or online event where you launch your new business to your friends and family. The launch party — sometimes referred to as a *grand opening, debut, kick-off* or *launch event* — sets the tone and creates momentum for your business. No matter what you want to call it, it's the best way to introduce your new business to a large group of people.

The people at your launch event are your *warm market.* Your friends and family are likely to be your first customers as well as your first hosts.



REMEMBER Even though your friends and family will help you with your first parties/events, it's the bookings you get *from* those events that will help you grow your business. A launch event shows your friends and family exactly what you're doing and lets them experience your products firsthand.



TIP Being able to share your new business with as many people as possible at the same time creates excitement, saves time, and helps you build a customer base quickly. This is one piece of your business you honestly don't want to leave out.

This chapter helps you launch your business and creates the momentum you need to sustain it.

Getting Ready — A Launch Prepares You

You should set a date for your launch as soon as you purchase your kit. Having a date set helps prepare you both mentally and physically:

- **Mental preparation:** A launch party helps you start to feel like you're in business, and you'll begin making goals for yourself. It creates a focus for you in the first stages of your business. Your excitement will build as you tell people about your new business, and you'll have somewhere to invite them to so that they can become familiar with what you're doing.
- **Physical preparation:** When you have a start date set for your business, you work toward that date. You start to learn as much as you can about your products and plan how to present them. You begin inviting people to your event and lining up your next set of events. You're in a *make-things-happen* frame of mind rather than a *wait-and-see* frame of mind.

Recognizing the Four Types of Launches

I recommend doing at least two, and possibly three, launch events; one in the home, if possible, and two online. One of the online events can be through Zoom, which imitates a living room setting, and another through Facebook or a different online platform. Here are the four main types of launches:

- **In-person event (recommended):** Events in the home typically result in higher sales, bookings, and recruit leads. You run your launch like a regular event, except in this case you act as both the host and the representative (see Chapter 15 on how to run a successful event). You greet guests, do an opening talk, make a presentation, give a booking talk, plant recruiting seeds, and help guests with their shopping experience. At an in-person event, your guests have the opportunity to socialize with each other, and you're able to present in a group setting for the first time. In-person events start at a specific time and are well-structured — yet still fun for your guests. You can talk to each guest one-on-one during the checkout process.
- **Open house:** An open house, which is more flexible than an in-person event, is where you set up your kit for people to view and experience. You work with people one-on-one rather than doing a full presentation to a group. Typically you have a set time frame, and people stop by at their convenience — like an open house a real estate agent sets up when you're selling your home.



REMEMBER When you give an open time to people, they may not be as committed to attending, and this lack of commitment can lower overall attendance. However, it does allow for someone to stop by who may not have been able to attend a home party that starts at a set time.

- **Online event:** Reps who run their businesses almost exclusively online may opt to have an online party. When doing an online event, follow the same basic principles as an in-person event. Chapter 11 walks you through an online format. Be sure to invite friends and family to an online event where you'll showcase the products and your new business. I suggest posting some videos of you demonstrating the product online. I advise almost everyone to do an online event as part of their launch alongside whatever other format you may use.
- **Business opportunity:** During a business opportunity launch —

Network Marketing companies most often utilize this type — you talk about the products in a group setting, often accompanied with a video, and you focus on sharing the opportunity and the income potential for those who become reps. This type of launch often leads to more recruits, but it may not generate as many sales or future appointments. However, many successful Network Marketers still encourage guests who aren't yet interested in the business to become customers, which can lead to immediate sales. Perhaps those customers will later refer more business or join the team. These events are often done by Zoom or Facebook Live with a pre-recorded element from the company's founders.



TIP If your leader lives in the area, they may want to assist you with your launch event, answer any questions, and help out with bookings and recruit leads.



REMEMBER Prior to the pandemic, having an in-person launch event was the most ideal way to share your new business with friends and family. A lot of people would then do their second launch event online so they could include all of their friends and acquaintances that didn't live near them. Now, most people are doing both online, which I highly recommend. Or if you prefer to do your business strictly online, I suggest you do your first event though Zoom and your second event through Facebook or some other online platform.

OPENING YOUR ONLINE LAUNCH THE RIGHT WAY

When I worked my business many years ago, I grew my team very large, very quickly. I always assisted my new recruits with their launch party to help them have a stronger start. I welcomed the guests, thanked them for coming, introduced the company, and let them know what to expect. I also congratulated the new person and said how excited I was for them and their new business. I

let them do the presentation, and then I added to the booking and recruiting talk at the end. I assisted in getting additional bookings as well as helping them find a friend to join the business.

I continued to train this way for many years. However, with the growth of the Internet and social media and people recruiting all over the country, assisting everyone in person was no longer logistically possible. I eventually quit training this way as a best practice, even though I still felt it was the best way to get someone started. If the sponsor or leader lives nearby, I still recommend this way of training.

When everyone started moving their businesses online, and many were using Zoom or another video conferencing platform especially as they were learning the ins and outs of online selling and marketing, I realized a leader could bring back assisting with the launch event online. I began teaching it again, and the results were astounding! More people had a stronger start, got qualified, and brought a friend into the business, which put them on track to earning a promotion.

The opening sounded something like this:

> "Hi everyone! My name is Belinda and I'm with … . We're so excited that Chelsea has decided to join us, and I'm here to assist and support her tonight with her new business and help introduce you, her friends and family, to this fabulous product line. Tonight we're going to show you how … (explain a little about what the products can do for them). I know you're going to fall in love with many of our products tonight and may not be able to get everything you want. I want to encourage you to host your own event. Not only will you be helping Chelsea get off to a great start, but you'll also be helping yourself get some of your favorite items for free and at a great discount.
>
> "I hope that you'll all say yes. Maybe many of you have considered doing something like this at one time or another. Honestly, starting a business with a friend makes the experience so much more fun and gives you someone to train with and share ideas with. We make it easy to give the business a try. I know that Chelsea would be thrilled to have anyone of you join her in this exciting venture. If anyone wants to take a closer look or learn more, I'd be happy to give you some information. Okay, now I'm going to turn it over to Chelsea, so she can introduce you to the wonderful world of …"

This opening will help you in having a home run launch event, which includes above average sales, three to five new bookings, and a friend join the business.

Understanding Why Your Launch

Party/Event Is So Important

Your launch event can accomplish the following things:

- **Introduces your business to your market:** Your event launches your business to your friends and family and lets them experience your products firsthand. Doing so helps increase product sales, bookings, and recruit leads.
- **Builds your confidence:** Your launch event gives you the practice and confidence you'll need going forward for the next events you book. The only way to get good at this business is simply by doing it. Practice, practice, practice. I always suggest booking six events on your calendar within your first 30 to 45 days. This will give you the momentum you need to keep your calendar full every month. This repetition also allows you to get comfortable with your presentation and event format.
- **Earns back your investment:** During your launch event, you act as both representative and host. So, not only do you receive commission from the event to help pay back the cost of your kit, you may also receive free and discounted products that you can use to add more products to your kit to show at future events.
- **Leads to more bookings:** Your launch event can also help get more bookings on your calendar. When people at the launch party are having fun and seeing the reaction of the other guests, they become more inclined to book with you right then, rather than later. Be sure to practice your booking talk as discussed in Chapter 15. Try to book your family and friends right out of the gate so that you can build bookings off your launch events. Even though your friends and family aren't the most likely group to help you in the long run, those first events will help you expand your network and reach, and you'll book people at their events that you might not have otherwise met.



REMEMBER Your goal is to turn an event guest into your next host or new recruit.

- **Assists in recruiting:** Your launch event is also a great place for you to find some additional team members. Statistics show that reps have more fun and earn more money when two friends start their businesses at roughly the same time. So invite your friends to learn more and join you on this exciting new venture. Chapter 18 talks more about recruiting.
- **Builds your client base:** Being in front of a large number of people allows you to build your client base and begin enjoying the benefits of reservicing your customers. It's also a great way to develop your online customer community quickly. Check out my "2+2+2 follow-up" method in Chapter 17.
- **Earns your new consultant rewards program:** The sales, bookings, and recruits you gain from your launch party will also help you in achieving your company's Fast Start (or Quick Start or something similar) — most Social Selling companies have a program that propels you with incentives during your first 90 to 100 days of your business. Network Marketing companies often have shorter timelines for their Fast Start programs, often with deadlines that occur in the first 30 to 45 days). These new consultant reward programs help you create healthy habits for your business, give you the momentum to reach sales and recruiting goals, and are designed to get you making money quickly — see Chapter 5 for more details.

Preparing for Your Launch

Your launch event will set the tone for your business and will show your friends and family what it means to host an event and do business with you. Even though you're still new, and your launch party might not be perfect (not to worry, it's your first one), make sure that you prepare as thoroughly as possible. That way, you can generate excitement and fill your calendar with bookings, create interest in your business opportunity, and generate sales.

Now is a great time to reach out to your leader or sponsor. They'll assist you in planning for your launch event, give you tips on how to

best utilize your business starter kit, and help you with your booking and sponsoring efforts.



TIP Here are some tips for planning your launch:

- **Choose a date and time as soon as you can.** You've ordered your kit and are excited about your new venture. Within the next two to three days, get the date for your launch event on your calendar as well as the date for your second (back-up) launch — see the later section, "Having a Back-Up Launch," in this chapter.
- **Over-invite.** One key to a successful launch is to *have as many attendees as possible.* Only about a third of those invited will typically be able to attend. Ideally, you want to have 10 to 15 guests. Start making your guest list using your cell phone contact list and your Facebook friend list.



TIP Probably the best way to invite is with a personal phone call. On the phone, the person on the other end can feel your excitement, which leads to increased attendance. Follow up with the 1-2-3s of inviting (see the next section).

- **Build desire and create an interest.** Social media is a great way to create excitement for your new business. Announce to your family and friends that you've started a new business and have created a Facebook Business Page where you share information about the products (see Chapter 10). Begin exposing your market to your products through photo posts, status updates, and videos well before your launch event. Also start a private customer community group where you can share product information and specials. This group is just as, if not more, important than your business page due to the content you'll be sharing.
- **Explore your starter kit.** The kit you purchased when you signed up contains everything you need to conduct a successful party,

appointment, or event. Become familiar with the products in your kit as well as the benefits to using your products. You'll use this kit for your launch event, so take the time to learn as much as you can about the products you'll share. But don't worry, your leader will be able to assist you with questions your guests have about the products that you're unable to answer.

- **Study your catalog.** Even though you'll focus on demonstrating the products that are available to you through your starter kit, make sure that you familiarize yourself with your catalog. Your guests will be able to shop through the catalog for additional items that you didn't cover in your presentation. If you know your guests will love a certain item, direct them to where to find it in the catalog. Prioritize to also shop the catalog yourself — you'll be able to get many other products for your starter kit through the host benefits you receive at your launch event. If a guest is interested in and wants to see in person a particular item that you don't have, let that guest know that you'll be selecting that item as one of your items from your host benefits and encourage them to host their own event where you can share that product.
- **Practice, practice, practice.** Read Chapter 15 and practice all the key elements of a successful event as well as scripting. Use that chapter to discover how to conduct an event, create your own talks, and then practice, practice, practice.
- **Attend an event with your leader.** Another great way to get practice before your launch and after reading Chapter 15 is attending an event with your leader. Chances are you became interested in joining your company after attending an event yourself. However, you had a different perspective on the evening as a guest than as a host. Go to one of your leader's parties and watch how they give their opening talk, demonstrate the products, share the hosting and business opportunity, and complete a full-service checkout.
- **Learn from your leader.** It's great if your leader can attend your launch. That way they can help you with your booking and recruiting talk, answer any questions you might not have the answer to yet, and give you assistance during the checkout process (see Chapter 15 for more). However, if that's not possible, let your leader guide you and offer expertise and wisdom before and after the party.
- **Review company training.** I want you to succeed. Your leader wants you to succeed. And your company wants you to succeed. Your company has made training information available to you,

usually online or in the form of a guide that may have come in your starter kit. Be sure to review this information — especially the training specific to launch events, in-person events, and online events.

Inviting As Easy As 1-2-3

Inviting guests to your launch event is simple. In fact, you can do it in three easy steps, which I walk you through here to increase attendance at your launch event:

1. **Pick up your phone and invite each person personally.**

   Let them know how important it is that they come. Encourage them to save the date and bring a friend. People are more likely to attend a party if they know a friend will be there.

2. **Send a save the date notice seven to ten days before the event.**

   You can then send an invitation via e-vites, Facebook, or text. Many resources are available to assist you with creating an invitation including Canva or Pic Collage. The Cheat Sheet at www.dummies.com talks about these and other resources.

3. **Make reminder calls.**

   A few days before the event, call or text guests to remind them that you're looking forward to seeing them. Say something like this: "I'm really looking forward to having you at my launch party! You're going to love the products, and it's going to be a fun time. Feel free to bring a friend."

Having a Back-Up Launch

One of the best things you can do for your business is to have *two*

launch events within three days of each other. The second party acts as a back-up. Having two events allows you to accommodate more guests and get your products in front of more people. Because only about a third of the people you invite will be able to attend your first launch, being able to offer a back-up date immediately is essential to making sure that a particular guest or client is able to see your product.



TIP Scheduling two launch events very close together also gives you immediate practice, boosts your confidence, and helps you become more familiar with the product line. Furthermore, seeing the reactions of your guests creates excitement. Choosing to do one in person and one online helps you include all of your friends, no matter where they live.

If any guest tells you they can't make it to the first party, simply say, "That's okay, Michelle! I'm having a second one on (insert date) for anyone who can't make it to the first. Does that work better for you?"



TIP For best results, don't mention the back-up launch unless and until a guest says they can't attend the first one.

Depending on the sales, you can combine both events into one order or split them up for two great events. These two events will put you on track toward earning the rewards of your company's new consultant rewards program.

After the Launch: Introducing My Two-Booking Method

This section outlines what I call my *two-booking method* for scheduling your first six parties. A six booking line-up has always been recommended and still remains relevant for creating momentum and, therefore, success with your new business.

Always make sure at your launch that you're offering all your services

to buy, host, or join. Many people put all their emphasis on sales, and as much as that's exciting, getting bookings and having someone join you is going to create a sustainable business. Your ultimate goal is always to book as many events or one-on-ones as possible.



REMEMBER The greatest benefit of holding six events within your first 30 days is that you're starting your business on a firm foundation. You earn money right away, get the practice you need, and create momentum. You'll feel good about yourself and your new business. Your friends, family, and potential leads will see firsthand that this business is fun, easy, and financially rewarding. You can typically earn back the cost of your start-up kit within your first 30 days, if not by the end of your launch events.

You may say, "Well, I came into this business to do only one party a week," or "I came into this to do it part time." That's fine. It's your own business after all. And after you're trained and comfortable with what you're doing, you can schedule your events to fit your needs.



REMEMBER With any job, especially a sales position, comes a training period. Often, the training happens with no commission. With direct sales, you'll be training and earning an income at the same time.

The following first six events will help you fill your calendar for the upcoming months. Continuing to earn money and keeping things going will be much easier if you have events or appointments on your calendar. You'll gain confidence provided by new skills and have a feeling of success.

Your first two events are — no surprise here — going to be your launch events (two to three). These launch events create the foundation for generating interest and desire for your products and getting sales, bookings, and recruits.

Your second two events

Do you wait until after your launch events to schedule your third

event? No. You should book two additional parties/events on your calendar even before you hold your launch events. Doing so begins to fill your calendar and continue your successful start.

If someone is unable to make it to either of your two launch events, simply say something like this:

> "Amy, how I could really use your help is by hosting one of my first parties. Your friends will love it. It's a lot of fun, and they'll get to experience some of our amazing products. You'll be helping me get established in my new business while getting the practice I need. In return, you'll be treated to a very generous shopping spree of free and discounted products. Do you think you could help me?"

By scheduling two additional events, you can also quickly implement what you discovered in the first two events regarding the techniques that worked best, which products guests were excited about, and what were the most popular items purchased. It also gets you on your way to hitting the first level of your new consultant rewards program!

Your third two events

Your launch events are also excellent places to acquire two or more additional bookings. (Remember, you likely got your other two bookings from people who couldn't attend your launch events.)



REMEMBER One of the keys to your guests wanting to host an event is your enthusiasm and excitement. People enjoy being around people who are excited to share their passion for their new business.

While everyone is enjoying your event, you'll have an opportunity to ask each guest to host their own event to help your business get off to a great start and get some great products absolutely free. As you spend time with each guest, you can say something like the following:

> "Lauren, wasn't this a lot of fun? Would you consider hosting a party of your own? I'm sure your

> friends would really love it, and it would really help me get off to a great start in my new business. We treat our hosts so special — the rewards are really amazing."

You can also invite them to look at the business opportunity:

> "Lauren, I've learned that friends who go into the business together actually have more fun and greater success. You should think about doing this with me — you're someone I would love to work with!"

Chapter 8

Navigating Your First 100 Days of Business

IN THIS CHAPTER

- Making the most of your first 100 days
- Creating your list of 100
- Maintaining your calendar, hours, and schedule
- Being ready for business, both in person and online

Establishing good habit patterns early in your career will help you stay on a path to success. Seasoned professionals in the direct selling business will tell you that you can do certain things that will get your business off to a great start. This chapter shares tried and true benchmark activities that will create sustainable momentum in your business, right from the get-go. Even if you aren't new to the direct selling industry, these activities can also help you regain momentum.

Nothing is more exciting than receiving your starter kit, opening it, and realizing that — for real — you're in business! But feelings of uncertainty and being overwhelmed can quickly replace that excitement as you think about where and how to start. Take a deep breath and keep reading for a look at where to begin. Think of these tasks as part of a checklist designed for new consultants to complete within the first 100 days. By starting with small, doable actions, you can build both your business and your confidence quickly.

Most companies have a new consultant rewards program that runs for your first full three months in business or your first 90 to 100 days in business. These have a variety of different names, such as Fast Start, Quick Start, Great Start, Jump Start, Heart Start, Start With Style, New Consultant Rewards, and Success Start.

Companies design these programs to create benchmarks for you to strive for, while at the same time rewarding you for your efforts. These activities will also help you establish good habit patterns you will carry throughout your success journey. I recommend you familiarize yourself with your company's program and plan on achieving as many of the benchmarks as possible.

Finding Your Way through the First 100 Days

The first 100 days of your launch are the most important for creating momentum and getting your business off to a great start. You'll never get these 100 days back.

The following sections break down the first 100 days into three checklists to provide guidance as a new consultant. These lists are also helpful for experienced consultants who want to regain momentum in their business or for leaders who are onboarding new consultants.

Wow! If you complete this list, you're well on your way to business success! Even if you don't complete all the tasks, by working toward them, you're setting yourself up for a rewarding business.

Days 1 to 40 — Starting strong

By completing the following checklist, you can begin your business strong and should have sold enough to earn back your initial investment:

- Set goals (see Chapter 5).
- Schedule your launch events (see Chapter 7).
- Create your lead list (see the section, "Creating Your Lead List of 100").
- Mark all the days in your planner that you want to work.
- Announce your new business on your chosen social media platforms.
- Connect with your leader/sponsor.
- Set up a work area.
- Keep track of expenses.

- Set up a separate business bank account.
- Create an email for your business with a branded signature.
- Unbox your starter kit on Facebook Live.
- Achieve the first level of your company's new consultant rewards program.
- Book two additional events.
- Invite a friend to do the business with you.

Days 41 to 70 — Continuing forward

By completing this checklist in these next 30 days, you're well on your way to having a successful business. At this point, you should be earning income:

- Set up a VIP or customer community group for your new customers.
- Book four to six additional events.
- Order additional business supplies.
- Add to your lead list.
- Welcome your second recruit to your team.
- Help your new team members reach your company's new consultant rewards program.
- Achieve the second level of your company's new consultant rewards program.

Days 71 to 100 — Keeping the momentum going

By completing this checklist within your next 30 days, you've established yourself with a successful business and on your way to your first promotion:

- Follow up with customers from your events over the past 70 days.
- Welcome your third recruit to your team.
- Help your new team members through the new consultant rewards program.

- Book four to six additional events.
- Reach the third level of your company's new consultant rewards program.
- Achieve your first promotion.

Bringing a Friend

Did you know that statistics show you'll have more fun and earn more money when you and a friend start a business at roughly the same time? It's true! Having someone to train with, share ideas with, and grow together with will create a much more fun experience, while at the same time generate more success for both of you.

Often, a new consultant thinks of building a team as something only experienced people master, that they should become good at booking and selling before sharing the opportunity with others. Nothing could be further from the truth! Now is the perfect time to share your business with others. Think of a friend who loves your product, enjoys people, could use some extra income, or is looking for flexibility. Invite them to take a look at what you're doing and encourage them to join you.

You might say something like, "Hey, Chantel! I've just started a new business. I know you've been looking for a way to make some extra income. I'd love you to take a look at this. It would be so fun if we did this together." Think of three to four people to whom you might say something similar. One of them is likely to take you up on your offer.

Creating Your Lead List of 100

A contact list is an excellent tool that can help you get off to a great start. You can use this contact list as a resource for potential guests, hosts, and even future team members.



TIP To begin creating your list, scroll through the contacts on your phone, your address book, and your friends on social media. You can use the groupings later in this section to help

you think of others to add to your list. Commit to making six calls from your list each day, asking these acquaintances to shop, host, or join. When making your list, identify anyone who might enjoy the products, make a great host, or be a good fit for the business opportunity.

If someone isn't interested, remember to ask them for referrals; who do they know who may like your products or enjoy hosting events? If they aren't interested in the business, ask who they know who may want to take a look at the business opportunity, as well.

To develop your list of 100, you can create this list in a notebook, your planner, or in a digital application, and think of ten people in each category:

- Friends
- Relatives
- Neighbors/former neighbors
- Social media connections
- Place of worship
- Coworkers/former coworkers
- Contacts through children
- Social groups (activities you're involved in, like a book club, gym, or sports team)
- Spouses' contacts/coworkers
- School friends

In creating your contact list, add phone numbers, email addresses, and any other details that may be helpful so you can reach people when you need to.

Keeping Control of Your Calendar

Make sure that you're the one who controls your calendar — not your clients. Managing your calendar is one of the most important factors to your continued success. It all begins with scheduling your first six events (online or in person) within a 30-day period of time. Keep in mind that throughout this book, I use the terms "parties" and "events"

interchangeably. In the past, *parties* was the dominant term, and it still is common within the industry, but the term *events* has become widely used.



REMEMBER Decide when your business will be open. Will you work weekends? Weeknights? When you work is completely up to you. One of the amazing benefits of direct sales is the ability to create your own schedule and work your business around your existing priorities. Be intentional. Make a clear-cut decision on when you're open for business and then lead clients toward those dates.

When you're starting your business, getting those six events scheduled within a three-week period (21 days) is even better! The first one or two could be your launch party (see Chapter 7 for much more on launch events). You want to create momentum and build a firm foundation for your new business. When starting with just one or two events, most people never really get going and their business continues to limp along.



TIP Think two events per week for those first few weeks and you'll set yourself up for success right away. You'll usually reach the end of your first month with your investment paid, money in your pocket, an increase in confidence, and a healthy number of bookings to begin setting your own schedule.

The following sections help you effectively set your schedule and manage your calendar, which can contribute to your ongoing success.

Setting a schedule

First things first. Decide how many events a week you want to hold. If you only want to hold one event a week, open your calendar and clearly mark the day or night you want to work. If you want to hold two events each week, decide which two days or evenings you want and then mark those dates in your calendar. For three events, mark three days, and so on.

With the increase of online events, people can do two or even three events per week. Most of the posts for your events can be created in advance, and you can pre-schedule those posts and videos on most social media platforms.



TIP When you have some idea of when you want to work, booking is much easier than just randomly filling dates as you go. Be proactive, not reactive. Creating a set schedule will also create consistency and help form habits that will make your business more successful.

Booking for sooner, not later

Always try to book within the next four weeks (or sooner if your event is online), unless your calendar is already full. When you book too far ahead, people have a tendency to cancel, or they lose their excitement for the event. Keep in mind that people book parties because they had a fun experience. They're excited about the products and enthusiastic about offering them to their friends, and they have the drive and desire to get free and discounted products for themselves.



TIP When I got a cancellation, I'd immediately replace it with three one-on-ones.

Setting goals for your calendar

When I was holding parties, I'd challenge myself to make my night "equal three" — three bookings from every party I held. When that didn't happen, I'd get on the phone the next day and make calls from my booking lead list. If I got two bookings from the party, I'd be determined to get one more on the phone. If I only got one booking from the party, I'd challenge myself to secure two more by phone the next day. This strategy resulted in an overflow of bookings and allowed me to maintain my desired three-party-a-week schedule. It also helped me get the job done while I was at work.

If your goal is to hold two events every week, challenge yourself to make your night "equal two." That way, you'll never feel overwhelmed. Two is always a great goal, one to replace the event you just did and

one to grow your business.



REMEMBER Making one phone call to close the gap after a party is much easier than making six calls in a panic because your calendar is empty. When you're doing follow-up calls, you'll sound much more enthusiastic when your calendar is full. When your calendar is empty, you may sound desperate.

Studying your calendar

To offer dates, you need to know them, of course. Make it a habit each day to look at your calendar. Mentally, you should always be moving toward a target and know your next available dates. Always know where you stand, how many bookings you need within the next four weeks, and what your available dates are. Refer to the later section, "Knowing your next available dates," for more specifics.

Weave dating your calendar

Industry surveys show that almost 20 percent of hosts move their dates or cancel, so to ensure calendar control, try *weave dating*. If you want to consistently hold one party a week, weave by booking one party one week and two the next. If you want to consistently hold two parties a week, book two one week and three the next — and so on. That way, if a party from the week with three parties has to reschedule, you still have two parties left. You'll still be able to meet your monthly goal of eight parties (or whatever your personal goal may be), and if you end up with an extra party, you'll make some additional income.

Always Being Ready for Business — Seven Tips to Help

In direct sales, being *ready* is one of the most important things you can be. Unfortunately, there is sometimes a small hurdle to being ready, and that is not taking it seriously. Your direct sales business is a business, even if you consider it your "part-time" business. And "part time" can mean big profit, if you take it seriously. This section shows you how being and staying ready for business helps you take advantage of opportunities.



REMEMBER Being ready for business doesn't mean you have to be always hunting for the next sale or recruit or wearing your business hat 100 percent of the time. You're busy with the rest of your life, too — kids, school, another job, social responsibilities, and so on. People constantly tell me that when they're out and about, they just want to relax. They don't want to be all about their business all the time.

But even if you're pursuing this business part time, being ready for business is important because you never know when the opportunity to book or recruit will present itself. Being ready doesn't mean bringing up your business to every person you see at the grocery store. Being ready means that if your business comes up authentically in a casual conversation, you're ready to provide your lead with information on the services and opportunities you offer. And you can do this all without ever feeling burned out.

Often when I'm out and about and I meet someone I want to stay in touch with, I'll say, "I'd love to get your contact info." In the past, and still today, a business card is a common way to give someone your contact info. However, today you can exchange information in many ways, including using a personalized QR code or just connecting directly online with one another via a platform like LinkedIn, Facebook, or Instagram.

Sometimes I'm chatting with a direct sales rep and say, "I'd love to see a catalog — do you have one with you?" And they reply, "No, but I can send you one, or you can view it online." Don't be that person! Every time you get caught without materials, like your contact info and catalogs, you aren't ready for business. You need to be

- **Physically ready for business:** That means you're ready to take an order, book an appointment, or share the business opportunity.
- **Mentally engaged:** Always mentally prepare yourself to leave your house with the expectations that you might meet someone or that you could get some business today.

Opportunities for these conversations can happen at any time. They can happen, yes, while you're at the grocery store — or at the doctor's office or at a Little League game. They can happen during a PTA meeting or when you're out at a restaurant. You need to be ready at all times to share your business, your products, and your opportunity

because you never know when moments like this are going to present themselves. When they do, and you're not ready, you'll miss a sale, booking, or even a new recruit for your team.

You say you *want* business and you wish you *had* more business. You want additional bookings, more recruits, and better sales. You must be able to offer these things to people while you are out and about. Take a minute right now to ask yourself: "How ready am I?"

The following sections discuss the seven tips for always being ready for business. I promise you'll feel prepared and confident — and you'll get results.

Preparing to share your contact info

Your contact information, whether that's a business card or a scannable QR code, is an extension of yourself — it's what you leave with people. Always having that information available for someone shows professionalism and preparedness.

Here are three tips for business cards to make them more effective:

- **Say what you want to say *before* you extend the card.** When somebody compliments you on your jewelry or bag or the lotion you're wearing, tell them it's part of a line you represent. More than likely, they'll ask you if you have a business card.

  After you extend the card, the conversation is typically over and the person walks away. So, before you hand it over, take the time to say, "A great way to really see the products is by getting a few of your friends together for a fun night out," or "I love these products so much. They have made my life easier by …" or "This business is amazing. I'm really excited by the way everyone falls in love with… ."



TIP When people ask for your card, let them know what you do and explain the services you offer (in-person event, online event, one-on-ones, and so

on). Tell them why it would be fun for them and their friends. Start an authentic conversation — and then close with your card or contact info, which should include your website.

- **Capture their contact information in return.** Always say something like, "Sure, I have a card, but what I would love is to get your information so I can follow up to answer any questions you might have." Or say something like, "I would love to get your information so I can send you a link to my website where you can view the catalog." If you don't get their contact information, you're likely to never hear from or talk to that person again.
- **Keep them clean and in the same place.** Be in the habit of putting your business card or contact info in the same place all the time, so you'll always be able to access them immediately without having to conduct a search. Whether you keep your business cards in a wallet, a business card holder, or the inside pocket of a purse, make sure that they're protected from getting bent or scuffed up. Remember, that card is representing you and your business, and you want it to look clean and crisp.

If you don't have a business card and your company doesn't provide them to you for free, get some made. Nowadays it's easy and cheap. Many resources are available online (many of which offer discounts or free with purchase), such as www.vistaprint.com and www.zazzle.com. You can write off the expense.

Keeping catalogs with you

Your catalog is another great tool for showcasing your business and the products you represent. Without having some sort of catalog, doing business can be difficult. If your catalog is large or expensive, you may decide to carry a mini catalog or brochure that your company offers. Or you may just decide to carry a larger purse, tote bag, shoulder bag, or whatever. Regardless of what your catalog looks like, it's your store, your inventory, your list of services, and your marketing.

More than having your catalog with you, it's what you do with it that really matters. Here are two important things you just can't miss:

- **Your contact information:** Make sure your contact information is clearly visible on your catalog. Many catalogs have a spot on the back page where you can put a stamp or a label. You want to make sure that

your customers, clients, and leads can find your information quickly.



WARNING Stamping your information or placing a label on your catalogs is extremely important. I can't tell you how many people have given me catalogs and then later, when I wanted to make a purchase, I had no way of reaching them because they didn't put a label on their catalog. Don't let this happen to you. You miss out on

- Opportunities for sales, bookings, and potential recruits
- Your chance at a great first impression because you weren't ready for business



TIP Label your catalogs as soon as you get them in the mail. Make it a habit!

- **Their contact information:** Get your lead's contact information as well. You won't always be able to rely on leads to contact you, and because you're responsible for the income your business creates, you shouldn't rely on their initiative.



TIP I used to stick a note in the upper right-hand corner of my catalogs. Then when I was out and about and gave a catalog to someone, I could say, "And if you wouldn't mind just putting your information on there so that I can follow up with you, that would be wonderful." Make sure that you always

have a pen handy, too. They get to keep the catalog and you have their information to add to your lead notebook so you can follow up.



REMEMBER Convenience is king. When people have to wait for information, they move on to someone else. If you remember nothing else, remember this: When you're not ready, you've lost an opportunity.

Having host and opportunity packets handy

Host packets and opportunity (also called recruiting) packets are like the sprinkles on your sundae. Business cards and catalogs may be your ice cream, but having the extra toppings takes your business up a notch. These packets really show a potential lead that you mean business:

- **Host packet:** It's for people who are interested in hosting an event or for people you have already booked as a host. The items in this packet cover more information about the products, your company's host program, company specials, and host coaching information.
- **Opportunity packet:** It focuses on sharing the business opportunity with potential leads. These typically consist of items that discuss the benefits of joining the business as well as information about the compensation plan and income structure.

If your company offers these for purchase, that's great! If not, you can easily make them yourself. These sections delve deeper into some important tips, such as what to include in your packets and how to be prepared.

Knowing what to include in your packets

Generally, you only need a few things in these packets:

- Catalog (in both host and opportunity packet)
- Short letter from you (in both host and opportunity packet)
- Host planner (in host packet)
- Recruiting brochure (in opportunity packet)

- A starter kit flyer that shows the contents of what a new team member would receive after joining (in opportunity packet)
- Monthly specials and maybe a flyer about your company's upcoming incentives (in both host and opportunity packet)

You can find most of these pieces in your virtual office. Print them and include them in your packet. Keep these materials short and simple so you don't overwhelm your potential lead. With so many people seeing your posts online and commenting with interest, you want to get information to them quickly. That's why it's extremely important to have a digital version of a host or recruiting packet on your desktop or phone. Don't waste time hunting for this information in your back office.



REMEMBER The actual information in these packets is secondary to the real purpose the packets offer: the opportunity for you to schedule one-on-one time to talk to the lead about hosting an event or starting a business.

Having your packets within reach

You should always have at least six packets made up and ready to go. You don't need to have them in your purse/bag at all times, but they should be somewhere handy, like in your car. When I was in the field, I always had six in my tote bag for my parties and six in the trunk of the car that I kept in a container. Storing them in a container ensured that they stayed dry, clean, and ready to give to potential hosts and recruits. When you're out running errands or at a party and the opportunity presents itself for a booking or sharing the opportunity you can say, "I have some information in my car. Let me go grab it." Or say, "I have them right here." By having the information handy, you're visibly demonstrating *this business is simple* and *hosting an event is simple* to your prospect.



WARNING Don't ever get caught without your information. If people have to wait for it, they've already moved on to something or someone else. If you don't have the information with you, offer to send it digitally on the spot.

Without being prepared, you run the risk of losing *the moment*. For many people, they're interested because something grabbed their attention. Maybe they're looking to buy a gift for someone. Maybe they wish they had a little bit of extra money and you present the perfect opportunity. Or maybe they think a party would be a perfect idea for a bridal shower they're planning. You can be a solution to their problem. And because what you offer fulfills that, they're willing to engage with you — *in that moment.* If you let the moment pass, you may not be able to gain back that interest at a later date.

Planning your show-on-the-go

Your mini show-on-the-go is a huge opportunity for you while you're out and about. An outing with the kids on a play date can quickly turn into a sale, booking, or new recruit for your team. It's an opportunity that, if you're ready for it, can be very successful.



REMEMBER Your *show-on-the-go* is like a mini kit that you carry with you in a tote bag that contains items you can throw a mini party with. Carrying around your large kit that you take to your events is unrealistic — but having some items in a small bag is an easy way to show off some of your products.

These sections include my suggestions about what to include in your show-on-the-go and where to look for opportunities for your show-on-the-go.

Identifying what to include in your show-on-the-go

Here's what goes in your show-on-the-go:

- **Catalogs:** Have two to three on hand.
- **One host packet and one opportunity packet:** Refer to the section, "Having host and opportunity packets handy," earlier in this chapter.
- **Small collection of products:** You should always have a small collection of products for your clients to see, experience, and sample. For example, if you represent a skincare line, carry the most popular products and a few of the newest, along with a couple applicators for people to apply the product. In cases where your products are too big or you're unable to carry them around, always have samples or swatches. You can also carry some of your

smaller products to show the quality.

- **Tablecloth:** A tablecloth can make your setup look better and act as a backdrop for your products, especially if you're in a less-than-desirable location. Buy a small black tablecloth, or go to your local fabric store and get something presentable, with a solid color (patterns can be distracting and take away from your products).



TIP Choose a tablecloth or fabric that won't be wrinkled after being rolled up in your tote bag.

Searching for show-on-the-go opportunities

If you want business, you have to get out and see people. And if you're ready, you'll get business. There's always an opportunity to create a connection, find a lead, or get a sale with a show-on-the-go. When people see the product, they get a chance to touch it, experience it, and hold it. That's when it becomes real for them. That's when people can imagine owning it themselves. That's when they'll buy in to your products and buy in to you as an interesting person with integrity, as someone they want to do business with.

It doesn't matter how beautiful a catalog is. When customers get the actual products in their hands, they're able to see how amazing the quality is or how great the benefits are. And they want it. It's not as easy to create that same excitement, spark, or interest for your products through other means.

Of course, you can still *use* other mediums. Social media continues to play a huge role in the way direct sellers sell, book, and recruit (see Chapter 18). But again, and I can't say this enough, if you want business, you need to get out and see people. People today continue to be more engaged with technology and less engaged with each other. That means face-to-face (F2F) interactions are becoming even more important. If they don't see your product, experience it, or understand it, they're likely to be less enthused.

Here's an example of how a show-on-the-go might play out:

While at the pool or the park with your child, you're chatting with

someone. Eventually they ask you what you do.

You: I help women select great accessories to stretch their wardrobe.

Woman: That sounds amazing! That's something I could use some help with.

You: I happen to have a few of my favorite and most versatile pieces with me. If you want, I can show them to you now.

You roll out your mini tablecloth and put a few of the pieces on it that are the most versatile.

This kind of thing can happen almost anywhere. I've even had this happen at a family reunion:

Family member: Hey, are you still selling that jewelry?

You: Yeah, I am!

Family member: Oh, I'd love to see a new catalog.

You: Well, actually I happen to have a few of the new pieces with me. Let me go grab it.

These examples give you the opportunity to do a little mini show right then and there. Numerous reps have shared with me that they have had a $400 party poolside in the middle of summer while relaxing on a fun afternoon with their kids.



REMEMBER Nowadays, people can get *hi-tech* for almost every product or service they want: Amazon, major retailers, and even small businesses today have websites and apps that offer a product similar to yours. What they can't get as easily today is *hi-touch* — that is, the experience of interacting with both the product and a knowledgeable representative. By being ready for business, you provide what other businesses don't.



WARNING Whether you're doing a show-on-the-go, a one-on-one

appointment, or an event, perfect your closing. While you're creating an interest for your product, you want to make sure that you secure the sale. You want to avoid "Best Buy Syndrome" — where people shop around, try your products, then try to find it cheaper somewhere else. To discover more about how to do a successful closing, see Chapter 15.

Creating your positioning statement

Often called *a 30-second commercial* or *elevator pitch,* a *positioning statement* is essential for your business. It's the answer that you give when someone asks what you do, where you're working, or what you've been up to. In reality, it's only a few seconds that you have to get someone to ask more about what it is that you do. In this section, I provide more basics about positioning statements including some examples and then offer some guidelines for creating your own.

Recognizing the types of positioning statements

There are two kinds of positioning statements:

- What you say when you're at a networking event or party and people ask you what you do.
- What you say when people compliment you on your product or mention something to do with your logo wear, better referred to as *wear-to-share apparel.*

Your response is something that you really want to perfect. That way when someone asks, you know exactly what you want to say and how you want to say it.

Many professionals aren't really sure what to say about their business. They want to get it right, but when asked what they do, it's clear they haven't practiced anything to say.

An acquaintance who worked in financial services once heard me speak on having a great 30-second commercial. He later told me that when he was asked what he did for a living, he used to say he worked in financial planning and investments with (company name). The other person in the conversation often either didn't know what that meant or couldn't find anything in it to grab on to and continue talking about, so the conversation moved on to other things. "After you talked about 30-second commercials," he told me, "I changed to: I help people build their savings and save on their yearly taxes. People now respond by asking me to tell them more. I'm getting many more clients just from this simple change!"

Another woman I know when asked what she does would simply say that she owned a cupcake shop. Now, after hearing about the importance of the positioning statement, she's getting more customers by saying, "I create beautiful and delicious cupcakes for every occasion of your life!"

Then there are people who are clearly very excited about their business but skip over the actual question about the line of work they're in. Their positioning statement might sound something like this:

> "Oh my gosh, you'll never believe it. I'm with this fabulous company, and as a matter of fact we give more than $200 away in free products if you have a few people over to your house. We should do that. Here, I have my calendar with me. When are you free?"

The lead was just given a lot of information in a small amount of time, but still isn't sure what this representative does, what products are involved, or what the experience could mean for them.

Finally, there are the people who have been doing business for a while and have learned to say something intriguing in just a few short sentences. They would say something like this:

> "I empower women. I change their lives both personally and financially."

That may sound dramatic and impressive, but if there isn't follow-up conversation, it's not very useful. These reps think they're painting a picture of what they do, but are they? If that lead then runs into one of her friends, and she asks, "Hey have you seen Belinda lately? What's she up to?" — they still have no idea.

Developing your own positioning statement

Your positioning statement is what you do, not who you are. The biggest mistake that people make is failing to make it clear what they could do for the prospect.

Another mistake is leading with your title. People don't generally know what your title means, especially if your company has unusual title names, like *double diamond stars.*

Here's what a good positioning statement does:

- **It paints a picture around the product or service.** You show your customers the benefits of your product or services, and they learn what your products can do for them, not just what they are.
- **It creates a wow factor.** Your positioning statement should create interest. Show off a benefit that makes doing business with you appealing.
- **It supplies a need.** Make clear what you and your products can do for others. What pain point can you take care of? Your positioning statement should make people think, *I have to have that.*

Look at a few good examples of a positioning statement:

- **Beauty:** "I show women how to take years off of their faces by taking care of their skin."

  "I help women get salon quality nails for a fraction of the price."
- **Spa:** "I pamper people and help them create a spa experience in the privacy of their own homes."
- **Jewelry:** "I help women share their story and create personalized lockets for themselves and their friends."

  "I can help women completely update their wardrobe with the latest trends in fashion designer jewelry."
- **Health:** "I help people achieve the lifestyle they want by sharing products that promote overall health and fitness."

  "I help people achieve their weight-loss goals."
- **Home decor:** "I help people update their homes by taking out the frustration of decorating and providing them with the latest and most popular trends."
- **Food and beverage:** "I take the stress out of meal planning to achieve simple, easy meals in a matter of minutes."

  "I can teach you how to become a gourmet chef simply by opening a jar."

"I create a fun wine-tasting experience and teach you how to pair wines with your favorite foods, taking the stress out of selecting the perfect wine for your meal."

- **Cookware:** "I can help you get in and out of the kitchen, creating amazing meals in under 30 minutes, and make preparation and cleanup a breeze with the most awesome, innovative tools on the market today."

Dressing for success

You only get one chance to make a first impression. Dressing professionally is important when you're in direct sales. Professionally means to dress appropriately for the occasion. If you feel good about yourself, you'll carry yourself with confidence.

You get to the grocery store, start shopping, and you run into your daughter's dance instructor. You engage in conversation, you do everything right, she takes your card, says thank you, and walks away. You're left thinking, *what just happened?* or, *That could have gone better.* Then you look down and realize you're wearing sweatpants with sandals and a T-shirt, your hair is in a messy bun, and you have no makeup on. No wonder she walked away! Would you want to do business with someone who looked like that? Probably not.

People ask me all the time, "Can I wear jeans?" I always say, "Do you look good in jeans?" Some people look fantastic in jeans with a nice blouse, some jewelry, and makeup. Others can pull off jeans, blazer, and dress shoes. If you don't, you might want to think about wearing something else. A lot of times people go to the store dressed just like the previous scenario, and of course that's when they run into someone who is looking to do business with them. And remember, so much of how people interact today is online. How you look online is equally as important.



TIP Before you head out of the house, jump on that Zoom meeting, or join Facebook Live, look in the mirror and ask yourself, "Would someone want to introduce me to their friends?" If your answer is no, you probably should take a moment, change, and look appropriate.

Getting ready probably doesn't take that long. Some people can do it in

five minutes. Some people take longer, of course, but you know how you feel when you look good and when you're looking to impress. Find a nice, professional outfit, put on your makeup, and fix your hair. You probably look great when you're headed out for a party or appointment. Take the same time in your day-to-day life as well. The better you look, the more opportunities you'll have for business.



REMEMBER Getting dressed in the morning is one of the single most important details that can determine the outcome of your day. Not only does it serve you well when you're out running errands, it also changes your mentality, even if you stay inside and work from home all day. You might think, *Oh, I'm not leaving the house, I'll just wear my pajamas all day* or *I don't really feel like getting dressed, I have nowhere to go today.*

I can't tell you how many times people tell me that they work from home, wear pajamas all day, yet get nothing done. I tell them, "Get dressed first thing and then see how you feel." Most of the time people come back and tell me that getting dressed has made the difference in their day. They feel better and more professional when they talk on the phone. It makes them want to work harder, and they're able to stay focused. And, nowadays, you never know when someone will ask you to jump on a Zoom call, so be ready.

A rep came to me after hearing my training on dressing for success and shared this story with me:

> "I was doing a fundraiser for a school in my community. I had a meeting where all I was supposed to do was go in and drop off a fundraiser packet with the secretary at the school. That's all it was. So I was driving down the road and realized I wasn't dressed appropriately.
>
> "I thought, should I run in there? I'm just dropping it off with the secretary. But then I remembered what you said, so I went home, changed, and drove back up to the school. When I walked in, not only was the principal in the office, but the superintendent as well. I was able to talk to them about the fundraiser I was doing and was able to book a fundraiser for all the schools in the district."

If that rep *hadn't* gone home to change, this situation could have ended very differently. When you're out and about, you want to be presentable and look professional. When you know you look good, you

walk with a pep in your step. You walk with confidence and you feel good.

Although this isn't something that I would typically do, I have a friend who keeps a cute hat, hoop earrings, lipstick, and sunglasses handy at all times. If she has to run to the store in a hurry or get in a carpool line quickly, she feels confident that she still looks presentable and that she made an effort with her appearance.



REMEMBER People can respect differences in style, but they rarely respect a total lack of grooming when it comes to who they want to do business with.

Knowing your next available dates

Never leave home without knowing your next two available dates to have an event or a one-on-one appointment. Why? Maybe you're thinking, *Can't I just go home and look them up and then call them?* Well, you could, but again, when you have a potential lead, regardless of whether it's a sale, booking, or recruit, if you have to go home so that you can look at your calendar, you've lost that opportunity.

If you know your next available dates in your schedule, you'll be more likely to get the sale or booking, make an appointment, schedule an interview, or sign a new recruit than if you have no clue what's going on in your schedule.



TIP I always make a habit of looking at my calendar first thing in the morning so that even when I'm on the phone, I always know my next two available dates. When I'm out and about, I know my next two available dates. I trained myself early on in the business. I used to write my available dates on a piece of paper and put it in my pocket before I left the house in case I needed to reference it.

After a while, it became such a habit I had it in my memory. I knew my calendar, so I didn't need to carry it anymore. You can do whatever it takes to help you be able to offer people a date to get together and do business with you. Even if you have it on a digital calendar, know your

dates so you can make the conversation seamless and not have to keep referring to your phone.

I still use this practice when I'm trying to fill my speaking calendar. Every morning, I always look at my schedule, so I know when my next available dates are. If I talk to someone that day who has an interest in booking me, I can quickly secure them and get them on the calendar while they're excited. Then I keep them excited during the follow-up process (see Chapter 17 for more on following up).

Here's a great example of what it can mean to know your next available dates. I was speaking at a leadership event, and during lunch, one of the leaders came up to me. Our conversation went something like this:

> Leader: We didn't know we could hire you ourselves!
>
> Me: Oh, absolutely! Other than conventions and corporate events, I do regional meetings, product launches, and workshops throughout the year.
>
> Leader: Well, we want to have you at our next one for sure.
>
> Me: Do you require a Saturday?
>
> Leader: Yes. We're going to have people coming in from a variety of different areas.
>
> (This was in February and I knew my calendar very well.)
>
> Me: Well, the only Saturday I have available between now and September 23 is April 16.
>
> Leader: Are you kidding me?
>
> Me: No, I'm sorry, that's all I have available.
>
> (The woman left the line and returned a few minutes later.)
>
> Leader: We'll take it.

And that was that. A booking in a buffet line.



TIP Knowing your next available dates also means deciding when you're open for business. If you want to book events on

Tuesdays and Thursdays, then you need to look at those holes in your calendar and aim to fill them. When you're out and about and you talk to someone, you'll have those availabilities in mind and will be able to quickly offer them and secure the booking by acting with intention. Circling days when you want to work also helps because it eliminates having to remember every single day. You'll start to become so familiar with your calendar that you'll soon know every single availability for longer and longer periods of time.

The good news about doing online events is that people are often prepared to book in the week following the conversation.

Part 4

Executing Your Social Media and Online Strategy

IN THIS PART …

Choose the right social media platform that fits your style and personality.

Utilize Facebook to sustain your business growth.

Use other social media platforms like Instagram and TikTok to grow your reach.

Find out how to create powerful content through blogging, images, and video.

Chapter 9

Choosing the Right Social Media Platforms

IN THIS CHAPTER

- Focusing on what social media is right for your business
- Identifying each popular social media platform
- Creating content
- Adhering to some do's and don'ts

Direct sellers can use media networks to connect with current customers, potential leads, and team members. Social media gives independent reps a chance to stand out in their company and grow their businesses by creating engaging, valuable, and entertaining content — all online. You can gain new customers, book your next events, and connect with future team members all by posting and sharing on social media. As a result, social media has become an integral part of your direct sales business.

Deciding where to start on social media with your direct sales business can leave you feeling overwhelmed, as though you must show up everywhere to reach the right people.

Not to fret. That's a myth. Social media platforms are constantly evolving the way people socialize, buy, sell, make money, and do business. They have changed everything, especially how you can grow your business and become a brand within your company.

Branding your business and yourself helps you stand out and be different from other people in your company or industry. Remember though that branding isn't just your logo, it's how your messaging and visuals work together to make people remember you. All that together will help you build relationships with them so that they become loyal

customers. The more consistent you are about how you show up online, the more memorable you are.



REMEMBER Studies show that on average it takes five to seven impressions for people to remember your brand (and your products). That's why choosing the platforms that are right for *you* and your business is vital. Otherwise people won't see you and what you have to offer them, which can create a feeling of being overwhelmed.

Just having a profile or account on each of these platforms isn't enough. You must consistently create content that will stop people from scrolling right past what you have to say. After all, social media allows your potential customers and team members to make decisions about who they want to do business with based on how you show up online.

According to *Forbes,* 81 percent of consumers' purchasing decisions are influenced by their friends' social media. That's a perfect example of why the direct sales business model works and how influential your social media can be when used properly for your business.

This chapter helps you select the best social media platforms so you can increase your reach, followers, and sales in your business, gives an overview of the main social media platforms you can use, and provides some guidance on how you can use social media to your advantage.

Selecting the Right Social Media Platform in Four Easy Steps

Social media platforms are always updating and new ones are emerging all the time, so deciding where to spend your time can be difficult. Remember, you don't have to master every social media platform for your business to be successful. Here are some steps to consider when selecting the right social media platform(s) for your direct sales business.

Step 1: Set goals for your social media

Determine what you want social media to do for you and your

business. Each platform has a unique purpose and way to interact with the people who use it. Before you select which is right for you, figure out what your goals are. Are you trying to increase sales every month? Find new customers and leads? Increase your brand recognition? Build an email/newsletter list? Nab a fundraiser?



REMEMBER Setting these goals ahead of time will help you evaluate whether your social media plan is working for your business and generating the revenue and leads you need. Chapter 5 discusses how you can establish goals for your business.

Step 2: Find out more about each platform

Gain a basic understanding of each platform (refer to the section, "Understanding the Purpose of Each Platform," later in this chapter for more information). Social media platforms don't all operate the same way or for the same purposes. Some platforms are better for communication, some are better for sales, and others are better for connecting with the community.

Take time to figure out how the platform operates. What are the best types of posts (is it video, text, images, or a combination)? How often is it recommended to post to that platform? What demographics of people are most active on it?

After you know the answers to these questions, you can make an informed decision based on the types of customers you want to attract, your business goals, and the type of content you want to create.

Step 3: Create a plan for how and where you'll show up consistently

Select two or three social media platforms to use for your business and then create your plan. After you've chosen your top social media platforms, you can decide what their purpose is in your business, how you plan to use them, how often you plan to post, and what daily actions you need to take to be successful.

Step 4: Evaluate your results

Every month set aside time to review your results. Figure out what worked well: Did you hit your goals and what were your numbers? Evaluating allows you to focus your time and effort on the platforms

you get the most results from. Not getting interest on Twitter? Move on to Instagram. Instagram struggling? Try Pinterest. Don't get stuck doing something that doesn't work for you and your business.



TIP Keep in mind that growing a platform takes time. Be patient.



REMEMBER Social media is just one part of your business. Your direct sales business may not be your full-time job. It may be a part-time job, a way to supplement income every month, or maybe just a fun hobby. Of course, you want to maximize any time you spend on income-producing activities. *Income-producing activities,* also known as *revenue-generating activities,* are things you do for your business that make you money.

Understanding the Purpose of Each Platform

Each platform has its own purpose in your business and best practices for how to use it. Here are some simple truths about each platform that may help you decide what is best for you.

Facebook

Facebook's public statement about its purpose is to make the world more connected. This platform focuses on community first. With more than 2.9 billion people using Facebook monthly (as of January 2022), it's no surprise that this platform is one of the most important platforms for businesses. Currently, research shows that the majority of users are between the ages of 30 and 65.

When using Facebook, your intention is to get your friends to be fans of your business and your friends' friends to become fans. When you book an in-person event with a host, one of your objectives is to turn one of their guests into your next host. That's the same idea with Facebook.

By having a Facebook Business page you can create sharable content that your fans can easily send to their friends and family, thus generating visibility. Furthermore, you can gain valuable insight into the most effective posts and details about your community that you won't see if you only utilize your personal profile. You can create Groups where your team members or customers can connect and get exclusive offers, host events (via Facebook Parties), and so much more.



TIP Post once a day — a combination of images, text, prerecorded videos — or go Live. Chapter 10 provides more details about using Facebook.

Instagram

The creator of Instagram wanted to make it easier for people to share where they are and what their view of the world is (literally in a photo). Although the platform is now owned by Facebook, it still focuses on helping people share things visually through photos, stories, videos, images, Reels, and longer-form videos, like going live paired with compelling captions.

Instagram holds a large amount of weight with consumers, and 81 percent of people use Instagram for researching brands. That means your ideal clients are looking at your social media so that they can get answers to their questions, get to know you, and discover more about your products before they purchase.



TIP The best practice is to pick how often you'll post each one — photos, Stories, videos, images, Reels. Then your goal is to post once a day. For example you could do four posts to the Grid each week and three Reels. When it comes to Instagram Stories, you should aim for posting a minimum of once a day, but keep in mind they only last for 24 hours and then disappear. See Chapter 11 for more information on Instagram.

Pinterest

Pinterest is a place for people to gain inspiration and learn. By posting images that link specifically to products or tutorials, many businesses

increase traffic to their websites. Approximately 60 percent of Pinterest users are women, and many of the people who utilize the platform use it to plan for upcoming projects, whether that's an event, holiday, home project, or their next recipe.

Ultimately Pinterest is a place where people go to dream and plan. They dream about the houses they want to live in, the clothes they want to wear, and the food they wish they could cook. Think about how people are dreaming about the product you're selling.



TIP The best way to use Pinterest is by pinning photos or videos of your products to your Pinterest boards with a link directly to your website and online shopping cart. Your company provides you with a personal website with a shopping cart for online orders and customers. Your company and leader will provide you with training information on how to utilize your website. Chapter 11 examines in greater detail how you can utilize Pinterest in your business social media plan.

Twitter

Twitter was originally created as a place for people to share their thoughts and create conversations. Much like texting. It's a powerful platform for thought-leaders, actors, comedians, public figures, and so on to share what's on their minds with short messages (originally 140 characters, now 280 characters).

This particular platform is great for tweeting links to other sites and news. As a direct seller, you can use Twitter to interact and get involved in your local community, locate fundraising opportunities, and find out about local trade shows and vendor events. Many communities use hashtags to brand their community (such as #Nashville), so find them and start a conversation. Twitter is great for quick conversations with like-minded people. About 54 percent of Twitter users are more likely to purchase a new product from the platform, which is a powerful statistic. Offer your services to solve a problem, not to spam. Refer to Chapter 11 for more details about Twitter.



TIP Twitter updates every second, so the more you post, the better results you receive. I suggest you post a minimum of three times per day with a maximum of 23 times per day. Before you read that and get nervous, remember that these updates are short, mostly text-based content. If your goal is to get more involved locally, Twitter may be one of the best places to be active.

TikTok

This platform allows you to create and share short-form video (much like Reels on Instagram) that ideally last anywhere from 15 seconds to 3 minutes. You can sing, dance, lip-sync, tell a story, do product demonstrations, go behind the scenes, share product benefits, basically anything you want to get your customers' attention.

Even though TikTok has a reputation for being geared toward GenZ, it's one of the fastest growing platforms for social media and the majority of its users are female. The most important thing to know about TikTok is that 67 percent of users were inspired to shop because of a video they saw on TikTok. Chapter 11 discusses the ins and outs of TikTok.



TIP When using TikTok, post a minimum of one time a day, remembering that videos around 30 seconds long get the most engagement. Make sure that you always add a short caption.



TIP You can easily repurpose your TikTok videos to Instagram Reels.

YouTube

YouTube was created for sharing video. It's a place where anyone, anywhere can upload, share, or watch videos. YouTube is the second most viewed website in the world (aside from Google), and it's most

popular content is educational (tutorials and how-to videos). Approximately 91 percent of Internet users watch YouTube videos. All the other major social media platforms (Facebook, Instagram, Pinterest, TikTok, and so on) have noticed the power of video, which is why they've incorporated video as one of the things you can post to their platforms.

You can create tutorials, demonstrate products, tell stories, share behind-the-scene videos of your events, and so much more. When it comes to social media, even though I don't recommend that you use YouTube as your main platform, *any* video you post to other social media platforms can be uploaded to YouTube — just one more way for your ideal leads to connect with you.



TIP Post videos up to three times a week. Design easy clickable video thumbnails and remember that YouTube is all about the editing. Therefore, edit out distractions from your videos and start your videos with an attention-getter like "My favorite tool in the kitchen is _____, and today I'm going to show you how to use it" instead of, "Hi, my name is _____."

CONNECTING WITH OTHER PROFESSIONALS — LinkedIn

The main purpose of LinkedIn is to create professional connections. This platform was built with similar functionality to Facebook, although it puts a professional networking spin on a social media app. Your profile resembles a resume featuring your experience, references, and accomplishments.

LinkedIn is the oldest social media platform to survive, and it's because of its unique user experience. Although this platform's main priority is helping people find jobs, LinkedIn is also an effective platform for business-to-business commerce. I don't discuss LinkedIn much in this book because it's more of a business-to-business platform.

If you do choose to use LinkedIn as a priority platform, post once a day on weekdays and focus the content on industry facts, trends, and how-to videos that your ideal customers or team members want to see.

Using Social Media to Be Social

Social media is like being in a room full of people, starting conversations and connecting with others who have similar interests. With social media you're in a room full of billions of people who can search for and find exactly what they want everywhere in the world and any time of the day.



REMEMBER That's why before you use social media, you must remember that its main goal is for you to engage your potential leads.

Social media has revolutionized how direct sellers market their businesses. The platforms measure engagement through likes, comments, and shares. That means you need to post content that showcases your personality, perspective, and promotions in a way that gains and keeps your audience's attention.

The key is to be consistent in what you post — whether it's videos, graphics, or text — to communicate with ideal clients and stop them from scrolling. You can't just create one good post and then ignore the people who follow you. You need to create a plan for how often you'll post, what you share, and why you're sharing it. Check out Chapter 12 where I discuss how you can create a content marketing plan. Sticking to your marketing plan will ensure that your customers and leads keep coming back to check out what you offer as well as recommend you and your business to their communities.



REMEMBER Each platform wants to retain its members, just like you want to retain your customers and team members. When these platforms implement changes, they do it for this simple and specific reason: to keep people using the platform. The changes are most often reflected in each platform's *algorithm* (a set of rules) that is designed to help you show up to people who are most likely interested in what you do.

Recognizing the 7 Cs of Social Media

No matter what social media platform you use, your goal is to build your business. However, I advise that you don't just sell through social media. Use the following 7 Cs of social media to create content for any platform:

- **Connection:** The top priority of your social media for business is to create connections with others. How do you want people to *feel* when they read your posts or watch your videos? When you focus on how you want others to feel, your content will captivate people's attention because it's focusing on connection first rather than selling.
- **Conversation:** Think of your social media as one big conversation between you and your ideal customers. This relationship building allows people to get to know you better, and you them.
- **Credibility:** In order for people to buy from you they have to know, like, and trust you. You can build your credibility by sharing tips, facts, insights, tutorials, and even testimonials. Consider these examples:
    - **Jewelry:** Post the latest fashion trends and designer tips.
    - **Cookware or food products:** Post mouthwatering recipes that everyone will want to share with their family and friends.
    - **Health products:** Share articles, workout videos, and recipes.
- **Creativity:** Creativity doesn't mean you must be an artist or an actor; creativity is about finding out what will set you apart from everyone else. *The answer is being yourself.* Being yourself online can feel challenging. If you're saying or posting the same thing as everyone else in your company, then your ideal clients more than likely will scroll past what you're saying because they've seen it before. How can you add your personality to what you're sharing? If

there's a popular trend, how do put your own spin on it? Take a moment to think about how your friends describe you and then ask yourself how you can add more of that into what you're posting.

For example, if you're funny, how can you make a funny video? If you're knowledgeable, how can you share what you know? If you're fun, how can you add more fun into your post? If you're inspiring, what can you do to inspire your audience?

- **Culture:** Social media has changed today's culture and continues to shape trends in all areas of life. How can you make what you do relevant to your community? Think about who is in your community. What issues, topics, hobbies, or events are important to them? What does a day in their lives look like? The answers to these questions will help you find ways to keep your content relevant to your ideal customers and connect on a deeper level.

  For example, for an upcoming holiday, do you have a product that connects to that holiday? Maybe it's a gift for someone special? Perhaps, your community is full of moms who want to start a new hobby and that's part of your story.

- **Consistency:** By being consistent across all platforms you can increase revenue by 23 percent. Being consistent about the colors, fonts, imagery, and messages you share on all platforms makes you look like the professional you are, and it builds trust with your audience that you are who you say you are.

- **Call to action:** In today's busy world, people need to see things approximately 13 times before they make a buying decision. If you're simply posting fun things, you may not see the return on investment you are hoping for. Make sure that you tell people how to take action, whether it's buying a product, booking an event, or joining your team. You must tell people

what their next step is.

When it comes to calls to action, a general rule is to think about how to say it in person. It's not necessarily what you say, but how you say it that has the power to move people to action. If you wouldn't say it in person, you may want to adjust the tone.



WARNING Avoid the hard sell and language like: "Hey, buy my product" or "Please put your order in tonight. I need $__ to reach my goal!"

Here are a few simple call-to-action ideas:

- Ask people to learn more about your product by clicking a link to your website.
- Tell them to comment below when you ask questions.
- Encourage them to like if they found your tip useful or share with a friend.
- If they're curious about what you do, tell them to send you a message and start a conversation.

KNOWING YOUR COMPANY'S POLICIES AND PROCEDURES

Understanding your company's policies and procedures is important when it comes to your online marketing strategies. Companies have different policies when it comes to creating Facebook pages, advertising, use of images, and so on.

Be sure to read through your company documents before you plan your social selling strategy. Always be sure to check with your sponsor or corporate office if you have any questions about what you are and aren't allowed to do.

In recent years the Federal Trade Commission (FTC) has started to crack down on scammers and people who make deceptive claims about dreamy financial

situations. With social media you must be careful about any claims you make.

Here are some questions you may ask your corporate office or leader:

- Am I allowed to use the corporate logo? Is there an independent logo available for me?
- Am I allowed to create my own photos and use the company's name in the images?
- Do I have to get all images approved by the company?
- Am I allowed to have a Facebook Business page?
- Am I allowed to advertise on social media?
- Am I allowed to have a blog where I sell my company products?
- Are there any restrictions to URL names (such as `www.MyName-CompanyName.com`)?
- Are there any specific claims I'm not allowed to make?
- Are there any trademarked phrases I'm not allowed to use in my marketing?
- Am I allowed to use photos, videos, articles, and other posts made by corporate on its social media pages?

Warning: With the increased scrutiny of the FTC, be careful about any income claims. Instead of showing a picture of a new car and saying, "My direct sales business paid for this," you can say, "My extra income helped me afford this new car." It's always best to refer to "extra income" for the extras in your life.

Being Aware of the Do's and Don'ts of Social Media

Just like certain social situations have some unsaid guidelines, you need to make sure you do and don't do certain things when using social media to grow your business. Here are some guidelines to follow.

Do the following:

- Be consistent about the colors, fonts, imagery, and messaging you use on each social media platform.
- Create a plan and stick to it.

- Make sure that your profile picture is a picture of *you*.
- Provide value and focus on serving your community.
- Share your products in a variety of ways.
- Always have a call to action.
- Respond to your audience if they comment, like, share, or connect with them.
- Be yourself and let people get to know who you are by sharing your perspective and personality.
- Focus on how you want your customers to feel.
- Post consistently.
- Set boundaries for your posts. How often do you want to share personal things? Will your friends, family, pets, kids, or partner be in photos? Will you share your political or religious beliefs? Deciding on these things ahead of time will help you choose what posts to share and therefore help you connect with people who share your values.

Don't do the following:

- Say anything you wouldn't say to someone directly.
- Ignore your audience's comments or messages. Always respond to them.
- Post too much. Learn about the best practice for posting on each platform and follow that advice. (Refer to the section, "Choosing the Right Social Media Platform for Your Business," earlier in this chapter).
- Be a robot. You can't only talk about your products and company.
- Focus on hard selling. Avoid language like "Buy this" or "Book now." Remember that every post has the potential to reach someone new.
- Post because you feel like you have to, which isn't strategic.
- Make claims via photos, hashtags, or comments.
- Spam and contact people as if you already know them when you have never connected before. Focus on starting conversations and genuine connection instead.

- Be negative. You may want to share a vulnerable story or commiserate, but before you hit publish on a post, pause and ask yourself “Why am I posting this?”

Chapter 10

Using Facebook for Your Business

IN THIS CHAPTER

- **Assessing Facebook's strong points**
- **Making Facebook your business web presence**
- **Gathering in groups**
- **Utilizing your personal Facebook account**

Go where your customers are, and you guessed it — your customers are on Facebook (www.facebook.com). In this day and age, *not* harnessing the power of Facebook is unthinkable. Today many direct sellers rely on Facebook as a way to transform their direct sales business into an online, money-making machine. The powerhouse platform gives you the ability to increase brand visibility, sales, training, and recruiting, and establish strong customer relationships.



TIP But the key to reaping Facebook's sweet, sweet success? Engagement. In the land of Facebook, engagement is king. Your goal is to always serve your customers and clients with custom content that will generate the three golden actions: likes, comments, and shares.

This chapter discusses why you should be on Facebook and what to do after you're there. So ready, set, go!

Discussing Facebook's Strengths

Being visible on Facebook is important for a variety of reasons. The following advantages and strengths can help you further decide whether Facebook is the right fit for you and your business.

Authenticity: Knowing your audience

Facebook promotes authenticity. Where many social media platforms allow users to sign up with a user name — for example, on Twitter you may be `@stepintosuccess`, `@sarahscookware`, `@jenthenailgirl`, and so on — Facebook users are typically identified by their real names. This gives a realness to the people that you connect with on Facebook, which is especially helpful when you're trying to create meaningful conversations and relationships with clients, your teams, and potential recruits.

If you create a Business Page (Facebook requires you to have a page for your business page separate from your personal page if you're doing business on it), it's a good idea to have your name in it, as well as something to do with your product. For example, my Facebook business page's name is Belinda Ellsworth, Direct Selling Expert. Yours might be Kimberly Smith, Your Tupperware Connection.

Finding your audience

Whereas some social media platforms only allow you to target your audience by categories or hashtags, Facebook lets you narrow in on your exact customer. Facebook's detailed About sections and personal information allow you to target gender, age, race, sexuality, interests, hobbies, location, education, profession, and so forth.

Building a fan base

Through things like *hypertargeting* (being able to target specific groups of people through social media advertising) and *hashtagging* (a pound symbol in front of a word or phrase so it can be searchable — for example, #sterlingsilver or #ilovemypamperedchef), Facebook gives businesses the ability to create loyal fan bases.



REMEMBER By sharing relevant content and information that's useful to your demographic, you'll start to create a community of natural brand ambassadors. *Brand ambassadors* are your elite, top-tier customers. They're the ones who are most likely to recommend your business to their friends, share your

products, and promote your overall brand. I like to refer to them as *Super Fans!*

Staying connected to weak-tie relationships

Facebook lets you stay in touch with people you otherwise might have lost contact with. You can maintain relationships with your childhood friend, your roommate from college, even your old hair stylist. These so-called *weak-tie* relationships are important for your business because you can connect more regularly and easily to develop new customers.

Creating content

Facebook lets you share a variety of content with numerous people at the same time. Say you're in the food business and you have multiple interest groups: those who are health conscious, those who enjoy cooking, and those who are looking for convenience. A post that you put on Facebook about the organic and natural ingredients in your products may only intrigue your customers who are health conscious. Delicious recipes in less than 10 minutes may only spark the interest of those whose main priority is convenience. If you were in person with all your customers in one room, it would be hard to share information while fulfilling each of their needs. With your business on Facebook, you still have your customers all in one space, but you can divvy them up into categories and share different content with each category.

Going viral

Word-of-mouth referrals and recommendations are very powerful when increasing your sales and overall brand awareness. If you post interesting and engaging content that's easily sharable (photos and videos work best), then you can reach thousands of people quickly.



TIP A consultant in the field that I know posted a short video sharing some of my training and changed it up to fit her company. The video went viral in her company (more than 20,000 views), and within three days, she had more than 1,000 new friend requests. She reached a new promotion that month with the attention, gained a new customer base, and networked with many other people in her company.

Being insightful

You can review how your fans interact on your page. You're able to measure likes, reach, engagement, and overall page performance. You have the option to view insights once your page reaches 30 Likes. *Insights* are Facebook's analytics for your page, such as how many people your posts are reaching, what day and time people are mostly looking at your page, what demographic your page is most popular among, and so on. Insights are helpful when you're looking at when to post, what posts are doing well, and whether your posts are reaching your target audience.

Watching your competition

When you have a Facebook Business Page (see the section "Setting Up a Facebook Business Page" later in this chapter), Facebook will show you businesses that are similar to yours. You'll be able to view these competitors as well as add some of your own to "watch." You'll be able to see whether they're getting a lot of engagement and what posts are doing best on their pages. This is a great way to compare what you're doing to what works best for them.

Enhancing customer service

Facebook allows you to interact with customers on a continuing basis. You can easily talk to your customers in real time, follow up with them on their purchases, and reach out to potential leads. You can establish one-on-one conversations through private messages and create personal relationships through instant communication.

Experiencing service recovery paradox

Where do people post their dissatisfaction for a product or service? On Facebook, of course. Negative posts from customers don't always have to be negative for you or your business. Showing your customers how well you can handle stressful situations can actually turn them into better and more loyal customers, a phenomenon known as service recovery paradox.



TIP Don't ever delete a negative comment. Focus on that customer, fix the problem, and show how amazing your customer service is.

Advertising

Your business at Facebook isn't just limited to a fan page or a group. Facebook also offers you a chance to gain followers and customers through paid advertising. You can build your advertisements and set your own budget. You can use hypertargeting to show your ad to the people who matter most to your business.

Using Groups and Events

You don't have to only use Facebook Business Pages to promote your business. You can create Facebook Events for your online and in-person events, product launches, open houses, and vendor events. Facebook Groups are a great way to build an online community around a particular subject. You can use Facebook Groups for training your team, VIP hosts, and holiday specials. In these Groups, you share tips, sales, training, and more. Refer to the section, "Giving Your Customers a Group to Gather in," later for more.

Increasing your search engine optimization

Search engine optimization (SEO) is a key aspect for anyone who wants to build a significant presence online. Having a Facebook page for your business can help you increase your chances of being found in search engines like Google. So be sure to post links and interesting content to your Facebook pages and remember to always use popular keywords in your industry, for example, *cooking, home recipes, slow cooker recipes, freezer meals,* and so on.



TIP You can use an online tool like WordStream (`www.wordstream.com`) to help you find popular keywords in your industry.

Saving money

Facebook is free. And even if you do throw some money at it in terms of advertising, you're in complete control of your budget. Many direct sellers have very effective Business Pages without ever spending any money.



REMEMBER It's not only about the number of likes or followers. It's just

as important to genuinely connect with the people you engage with on Facebook. If you do, they'll help tell your story — quality and quantity are both key.

Making Facebook the Face of Your Business

Many people feel that a Facebook Business Page isn't necessary because it doesn't get as much engagement as Facebook Groups. However, I encourage you to think of your Business Page like a website; it's how people will search for you, find you, and determine if they want to do business with you based on your level of activity. Here I delve deeper into Facebook Business Pages.

Setting up a Facebook Business Page

A Facebook Business Page is important when you have your own business. People utilize Facebook's search bar to find more information on businesses, companies, and products, just as they do on search engines like Google and Yahoo! If someone is looking for your business, will they find you?



REMEMBER Setting up a Facebook Business Page is easy, and `www.facebook.com/help` will always give you the most correct, up-to-date information on how to create one. As of this writing, creating a Facebook Business Page takes no more than a few simple steps.

At `www.facebook.com/pages/create` you can select a type of business. I suggest selecting either Local Business or Place or Brand/Product. Local Business allows your customers to leave reviews, which is a plus. But keep in mind you must put in a physical address.

After you've selected a business type, you can fill out information and details about your business. The following delves deeper into posting on your Business Page.

Posting on your Business Page 101

When posting on your Business Page, think about what your customers

and clients find interesting. Experiment with different types of posts. Follow an *80/20 rule* — 80 percent of your posts should be lifestyle posts, and only 20 percent should be about your product and business opportunity. People dread the hard sell from direct sellers, so shock them with your compelling content. Always be authentic and personable and aim to start engaging conversations with your fans.



TIP I suggest posting once a day. Play around with posting different times of day to see what times work best for you and check your free Business Page Insights to see when your followers are online.

Knowing what to post on your Business Page

But what should I post, you may be asking? Here are some ideas:

- **Custom content:** You want your posts to be unique, personable, and true to your brand. Designing your own photos, videos, reviews, testimonials, or tips will keep your Business Page fresh and your customers engaged.
- **Interesting facts:** People share things that they want their friends to know. Interesting articles, tips, tricks, life hacks, and other content are an easy way to end up in more peoples' newsfeeds.
- **A or B questions:** Questions that require an easy answer help boost engagement. Use photos and ask your fans to vote on option A or option B, This or That, and so on. Always encourage them to share the post so their friends can vote too.
- **Videos:** Videos get a lot of attention on Facebook, and Facebook pushes them through into more newsfeeds and lets you play the video right there on the page, because the company doesn't want people to leave Facebook and go to YouTube. Your videos should be quick and to the point; the most viewed videos last 1 to 3 minutes. Post videos on your Business Page about your products, the way to use them, and so on.
- **Facebook Lives:** Going Live on Facebook is the number one way to get engagement. When you go Live, anyone connected with you will see a notification pop-up that indicates there is a live conversation going on at that time. Keep in mind that 80 percent of the people watching will be replay viewers. However, going Live gives you the opportunity to engage, educate, and seem real

to anyone who tunes in, whether while you're Live or during a replay. This great opportunity allows you to show people the real you behind the business and to interact with potential customers.

- **Links to your website:** Links to your website make for great calls-to-action. They give your fans somewhere to go after they've watched your videos and liked or commented on your posts. Posting links on Facebook also helps increase the SEO of those links on search engines like Google.
- **Personal testimonies:** Share what your customers think about you. Show off testimonials from past hosts and customers. When people know that other people love your product or service, they become more inclined to do business with you. You can also post statuses and photos where you ask fans to review your product by commenting on the status.
- **Scheduling posts:** Make your Facebook posts manageable. Pick an hour a week to decide what you're going to post to Facebook every day and schedule them on your Facebook page. This allows you to keep a consistent flow of content on your business page.



TIP Always give a *call to action* (see Chapter 9). You have to literally ask your fans to do what you want them to do with the post. Do you want them to like it, comment, or share the post with their own friends and family? Every post should end with some kind of call to action — what do you want to them to do after reading this post?

Using your Facebook Business Page: The how-to

Your Facebook Business Page is like your public front-facing store on a busy street. People can search for it and find it in a Google search based on keywords because it's public. For example, I love the Pampered Chef Taco Ring, but I can't remember what to preheat the stove to for the life of me, even though I make it pretty regularly. Recently rather than grabbing my Pampered Chef cookbook like I normally do, I grabbed my phone and searched for Pampered Chef Taco Ring recipe, and low and behold the search brought me to a woman's Facebook Business Page for her Pampered Chef business where she has posted the recipe. Google found her.

You can also share things *from* your Facebook Business Page to other places. For example, say you're a Pampered Chef consultant, and you posted a Facebook Live video of you cooking a new recipe on your FB Business Page. Because it's a public video, you can now share that video to your FB Customer Group, share it into FB Parties, and share it via Messenger, email, text, and so on. Even if someone doesn't have a Facebook account, they can still click the link and view your video on the Facebook website. How amazing is that?



REMEMBER Facebook Business Page has some amazing bells and whistles available to you when using Facebook Live videos, including the following:

- **You can edit videos.** After you end a Facebook Live, you can go back in and edit the video. You can choose a *thumbnail* (a chosen picture that is often a screenshot from the video) so that your posted thumbnail isn't you with your eyes closed and mouth open; you can trim excess off from the front and back of the video; and you can splice sections out of the middle of the video.
- **You can add closed captioning.** With a click of a button, you can add closed captioning text that scrolls across the bottom of your video.
- **You can download your video.** If you want to repurpose that video to YouTube or your blog, you can easily download it and upload it to another platform.

Utilizing Facebook Stories

You can also do Facebook Stories from your Facebook Business Page. Facebook Stories is a feature that lets you share short content, often pictures or videos, that will disappear in 24 hours. To do so, toggle to your business identity on your FB Business Page and click on your round profile picture to see the option to Add Story. From there you can upload a photo or short video and it will post to Stories as coming from your Facebook Business Page. Stories are especially great for product specials, recruiting specials, limited 24-hour deals, and so on.



REMEMBER Stories only last for 24 hours so don't spend a lot of time curating images and videos for them.

Giving Your Customers a Group to Gather in

Facebook Customer Groups are like a backyard barbeque where you're the host and your members are all your friends, acquaintances, and their friends. Your job in your Facebook Group is to entertain, empower, engage, and educate (refer to the later section, "Posting with the 4 Es in mind," for more information). You're there to serve before you sell and to be an amazing resource to your group members. You aren't there to hit them with a firehose of buy from me, book from me, or join my team every day.

Facebook Customer Groups are about building authentic relationships with the members and making new friends in the business. In the past, a common term for this group was called your VIP Group. Now, more people are using the term Customer Community Group, because people want to belong to a community, not just be a customer. The following sections explain how to establish your Customer Group and use it for your business.

Setting up your Facebook Customer Group

To set up your Customer Facebook Group, go to `www.facebook.com/groups/create/`, chose a Group name, and add a fun cover banner. After your group is set up, do the following to optimize it before you invite any members:

1. **Click on Group Settings and choose your privacy level for the Group.**

   You can make it public or private:

   - *Public* means anyone can see the posts whether they join or not.
   - *Private* means they have to join as a member to see the group posts.

The choice is yours; most choose private.

4. **Choose whether to make your group Hidden or Visible.**

   You can select visible so people can search and find the group, or you can send them a link and they can click it to join. If your group is hidden, getting people into the group is more difficult.

5. **Click on the pencil and add the name of your group.**

   Doing so makes the web address for your group read your group name, not a string of numbers.

6. **Choose who can approve group members.**

   I suggest you change it from the default to only admins and moderators so you can control who joins your group.

7. **Link your Facebook Business Page to your Customer Group.**

   To do so, click on Link Pages at the bottom under Advanced Settings.

Utilizing your Facebook Customer Group: The how-to

Your Facebook Customer Group is about creating authentic relationships with your group members. You need to show up in that group every single day to post and engage with them. If they comment on something you post, you answer their comment. If they ask a question, you answer it. A strong and active Facebook Customer Group requires you to be strong and active with it. After all, you're there to serve before you sell. Ask yourself, "What value am I bringing to my group and my group members?" Here I discuss what you should post and how you can better utilize a Customer Group to your advantage.

Posting with the 4 Es in mind

You want to make sure every post you do passes through what I call the 4 Es, which focus on the following four areas:

- **Educational:** Teach them something — how to use a certain product, how to make a recipe, how to clean something, what they need to know about a type or category of product they're not familiar with, and so on.
- **Empower:** You can never go wrong with motivational quotes. People love them. Empower also means that your group is a place of positivity where you and other group members lift each other up and celebrate each other.
- **Entertain:** You don't have to be 100 percent business all the time; you also need to be you, so let people get to know the real you. Make fun posts about things you like, such as coffee or tacos. Do you have small children and enjoy doing crafts with them? Share the project website links. Did you see a funny video on YouTube? If so, share it. Your followers are people *just like you*, and they want to see you as a person, not as a business or company robot.
- **Engage:** Ask questions, questions, and more questions. I don't know if you've ever noticed, but people on Facebook are a bit opinionated and they love to share their opinions. Give them the opportunity to do that in your group and you pretty much guarantee engagement. Keep the questions, engagement posts, and polls completely noncontroversial and something that everyone can answer, and do them on a regular basis.

Utilizing the FB Customer Group tools

Here are some other tips to help you use the Customer Group tools to your advantage:

- Host events in your FB Customer Group by creating an Event inside the group (see the next section for how to create an Event).
- Archive things into files by using the Guides across the top of the group.
- Use the hashtagged topics (#s) on posts to keep like topics together. It lists the hashtagged topics on the right side of the group for easy access
- Use the photo albums to share product photos by category, cash and carry items, recipes, testimonials, customer-generated photos, and so on.

Hosting Facebook Events

Pre-pandemic, people were doing Facebook parties to enhance their in-person events or to reach people not within their immediate area. At

the beginning of the pandemic, people had no other choice than to move to online events in order to keep their businesses alive. Before the pandemic, the average Facebook Event (also known as party) lasted 7 to 14 days. With so many people now working their businesses online, they were able to discover best practices. Out of that came the five-day event, which I discuss here in greater detail.

People are now offering three-day, five-day, and even one-day events as a regular practice. As people begin to return to in-person events, they recognize they don't want to lose this valuable way of working their businesses. Many people are now offering a Facebook party alongside their in-person events.



TIP Don't overthink your Facebook and social media parties. You run them similarly to your in-person events. (See Chapter 15 for more information.)

Setting up a Facebook Event

Create a Facebook Group for your event, which allows you to build community for your party guests. Furthermore, you can pre-schedule posts and videos through Facebook Scheduler or a third-party source (see the Cheat Sheet at `www.dummies.com` and search for "Direct Selling For Dummies Cheat Sheet"). Prescheduling allows you to do multiple events during the week. It's also beneficial should the host decide to join your company, because you already have a Group created that they can take over as their Customer Community Group. All you need to do is change the name and make them an admin.



TIP Create your Event 7 to 10 days in advance. Follow these steps, but bear in mind that Facebook is constantly changing its interface and how it functions, so the exact method of setting up an Event is likely to change as well:

1. **Click Groups on your home page.**
2. **Click + Create.**
3. **Fill in the details (Group description).**

Give your Group a name (include the host's name) and provide the description about what they can expect at the party. Be sure to include what time you're going Live if that is part of your party.



WARNING You'll also want to share with your guests what they should expect: the best tips in the industry, fun information, and so forth. Many direct sellers run a game to encourage participation. If you decide to do this, make sure to mention it here. Remember, the key to successful social media strategies, including parties, is engagement and participation from your audience.

4. **Upload a cover photo.**

   This should be a photo of your products and your company name so everyone knows what type of party they're attending.

Focusing on pre-party posts and invitations

After you set up your Group, you'll write and post your first pre-party post. Do that before you invite the host to the Group so that as soon as they start adding their friends, those friends will know exactly what to expect.

The first pre-party post should start with something like:

> "Welcome! This online party will start June 15 at 9 p.m. EST!"

Then, share the information in the description so people know what to expect.



TIP If you can, I suggest making this post into a graphic so that it stands out to everyone who checks out the Event.

Now it's time to invite your host. After your host has joined the Group, they accept the invitation, and then they'll be able to add their friends. I suggest sending the host a script that they can individually message (via text or Messenger) to their guests when inviting them. Avoid group messages, as they can be annoying. Here is an example:

> "Hi Celeste! your party group is all set! It's time to invite! FB has all kind of new rules about how many people you can invite to a group by just clicking the "invite" button. So here is a message you can just copy and paste to each friend you'd like to invite. A personal message is nicer anyway. Just edit in the person's name:
>
> Hi ___! The new Park Lane jewelry collection is out, and there are so many beautiful pieces that I decided to have a party! It's all on FB including a live demo of the jewelry. I would love for you to join in (insert Group link here) is the link to the group. There will be raffles, a live jewelry demo, and so much fun! Hope you can join us!

Before the event, do some more pre-event posts to help drive attendance. Encourage your host to comment on these posts. Here's an example:

> Welcome to Celeste's Park Lane FB LIVE Sparkle Party! I'm so excited to help you make over your summer wardrobe without buying a single piece of clothing. Let's get you the right HOT accessories to complement any outfit. Day or night, we will have you sparkle right! I will go Live right here in the group on May 12 at 7 p.m. EST. Feel free to take an early browse of the *new* jewelry collection here: parklanejewelry.com/catalog. Keep in mind you'll be shopping an amazing sale — *not* the prices you see in the catalog! Looking forward to a fun few days with you all!

Taking care of what to do: Your Facebook party host checklist

Before you get to the night of the party, make sure that you coach your host (for much more information on host coaching, see Chapter 14). Here is a checklist to coach your host before, during, and after the event:

Before the event, do the following:

- **Book a date.** Always book a date when a client shows interest in hosting an online event — even if it's only a tentative date.
- **Send the host a friend request and add them to the Event.** If you're not already Facebook friends, use the search bar at the top of your Facebook page for the name of your host. Always confirm the correct spelling of their name as well as what their profile picture is. Select your host and click Add as a Friend.
- **Email or deliver a host-coaching package.** This package should include things like any host specials or guest specials, catalogs for outside orders, samples, and other company literature. For more information on host packets, check out Chapter 14.
- **Register your party or set up an event online in your company's virtual/back office.** Set up your party online through your personal website for outside orders and pre-party orders. This is so important because it can increase party sales! (Reach out to your company or your leader for help on setting up an online event.)
- **Share your enthusiasm with the host.** Every host deserves the best possible party. Make sure that you share your excitement. If your host knows you think it will be a great party, they'll think it will be a great party too. Don't forget to remind them how easy a Facebook party is.

During the event, do the following:

- **Send private messages.** Tell your host to send private messages to their friends to personally invite them to the Facebook party. Remind them *not* to send group messages but to reach out individually. This makes their friends feel more important and more likely to engage. People strongly dislike being in a group text or message.
- **Encourage friends to bring a friend.** Let guests know that anyone in the group can invite guests (if you're doing some type of game, you want to post about any points or rewards they may get for doing so). People are more likely to engage in a party if a close friend is going. This also helps with engagement, attendance, and

sales.

- **Encourage pre-party orders.** Let the guests know that they can place an order at any time through the shopping link provided. Encourage them to start a wish list of their favorite items so you can help them when it's time to order.
- **Comment on all posts.** Tell the host that their participation with the party is vital to its success. Having the host engaged keeps the event moving and energized and encourages guest engagement. Ask the host to comment on every pre-party post that you make before the party and all posts you make during the party.
- **Remind her of any engagement prizes.** If you've decided to do a drawing for a free gift to encourage participation, make sure that you remind your host to let their friends know that they can earn an amazing prize from you just for engaging.

When the party begins

Set up your party in five sections. These can be done over the five days or however long the party lasts. Here is an example of a five-day event.

On days one and two, address the following:

- **Welcome and intro posts:** At the beginning of the party, you want to create engagement. Ask questions that are easy for guests to respond to. Here are some good examples:
    - "Tell me how you know the host."
    - "Where did you meet?"
    - "Have you ever been to a (name of company) event before?"
    - "Do you currently own any (name of company) products? If so, what is your favorite?"

  You might also want to ask what they want to learn and what their greatest challenges are in regard to your product — give them three choices for each.
- **Your opening:** This is where you introduce yourself and let the guests know what they can expect. Talk about the three services you offer: purchasing the product, hosting an event, and your

business opportunity. You can find an example in Chapter 15.

- **Industry trends:** Before you get into talking about the products, create a want and a lifestyle. Why do people want your product? What need do they have for it? Is it useful, popular, trendy, seasonal?
- **Product posts.** Show off what you've got! You created a desire for your product, now give them the products to fulfill that desire. Remind them that by commenting "Add that to my order" they'll receive additional points toward the drawing (if applicable). Include 90-second product videos among these posts. Usually, eight is an ideal number of videos to share during these first two days, which increases the average ticket order, as well as increases attendance if you're doing a live portion during the event.
- **Recruiting and booking seeds:** Now that the party is underway and you've showcased your company lifestyle and your products, plant some seeds for bookings and recruiting. (For more on booking seeds, see Chapter 15; for more on recruiting, see Chapter 18.)

On day three, address the following:

- **The Live event:** The Live event should be kept to about 20 minutes. This is where you'll share your personality as well as showcase some additional products that you haven't shared in the product videos. I suggest using this time to share more groupings, or bundles, of products that work together.

  This is a time to share any customer specials that are available. It's also where you can do a booking and recruiting talk (see Chapter 15). Some people choose to skip this part of the party, but statistics show that doing the LIVE portion can increase the party sales tremendously.

On days four and five, address the following:

- **Recruiting and booking seeds:** Continue to plant additional recruiting and booking seeds throughout the next two days.
- **A valet service checkout:** Let your guests know that, if they know exactly what they want, they can order through the shopping link.

But if they want some help with their order or want to make sure they're getting the best deal possible, they can select the valet service checkout. This is where you connect with them personally via phone or Zoom. It takes about 10 minutes.

- **Last call:** Post images that say "1 day left" or "only a few hours left" as a reminder for people to place their orders.
- **The giveaway and closing:** Do a drawing for participation of engagement or for everyone who has placed their order. Also continue to remind them that you're willing to help with their order if they have questions. Some people have guests screenshot their order before they submit so that they can offer any additional advice. Thank them for a wonderful time, leave them with your contact information, and invite them to your Customer Community Group.

Remembering the four-core funnel

A marketing funnel is a journey that potential customers go through on the way to a purchase. It walks a potential customer through a series of steps that leads them not only to make a purchase, but also to become more engaged each step of the way. Here I cover what I like to call the *four-core funnel.*

Phase one — Your personal page

This funnel begins with your personal Facebook page . That's where you can create interest in your business or products, especially with the people you already know. You do this through lifestyle posts and fun pictures of the product in your home or of you using it. On your personal profile, go to the "About" section and click on "Works at." Here, you want to put the name of your business page, not the name of the company. This leads people to your business page to discover more about what you do.

Phase two — Your business page

The next phase of the funnel is your Facebook Business Page. Here you can post a wide array of things, such as the following:

- Product pictures and videos, including times you go Live
- Sales and specials
- Tips on how to use the product and things to do with your product
- Your product in action

> Depending on your product line, choose to share things that make sense, for example recipes, makeup tutorials, ways to clean windows, or hacks for organizing your pantry.

After each post, you can ask the viewer to join your Group, which you should have listed on your business page. This is what leads people to the next phase in the funnel.

Phase three — Your Facebook Group (Customer Community)

When the person joins your Facebook Group, make them feel part of a community. The main purpose of this phase is to offer great customer service and build relationships. You can also market to group members to generate sales, share information about booking an event of their own, as well as the business opportunity. If you build a desire for them to have their own Facebook party or event where they can create a fun unique shopping experience for their friends, they'll likely book a Facebook Party.

Phase four — Facebook Party

With this phase, you not only get to market to the customer but also to their friends as well. Here you'll generate new customers and invite them to your Customer Community Group. You can also create interest in your business opportunity and find potential new team members.

STAYING OUT OF FACEBOOK JAIL

More and more direct sales consultants are landing in Facebook jail or Facebook time-out. Many people, especially in the direct sales industry, are being blocked from actions like adding friends, sending private messages, joining Groups, liking Facebook pages, and commenting on posts. The most severe level of Facebook jail is having your page deleted altogether.

So why is Facebook putting you in jail? Because Facebook thinks you're a spammer or a computer-generated spambot. You want to avoid Facebook jail at all costs. Developing your personal brand is very important for your social media success, so it's important to always be authentic online and to avoid spamming users with sales pitches.

Here are four ways to stay out of jail and stop being labeled as a spammer:

- **Create custom content.** If Facebook notices one certain image or exact wording being used too many times across personal profiles,

these images and posts get marked as spam. Post too many times, go to jail.

- **Don't add people you don't know.** If you start to add people you don't know and people mark you as someone they don't actually know, Facebook will flag you. If it happens too many times — jail.
- **Don't add too many people at once to your page, profile, or Events.** If you go on an adding frenzy, Facebook assumes you're not a real person. Add too many people at once too often — jail.
- **Beware of being in too many Groups.** Facebook assumes you couldn't possibly be interested in that many things and decides your purpose is to spam. So, if you're in too many Groups — jail.

Bottom line, be authentic. Creating real friendships and relationships with your customers is always what you should strive for.

Chapter 11

Utilizing Instagram and Other Social Media Platforms

IN THIS CHAPTER

- **Creating impact, income, and influence on Instagram**
- **Looking closer at TikTok**
- **Understanding the power of YouTube**
- **Getting your customers' interest on Pinterest**
- **Trying Twitter**

For years Facebook has been the best platform for doing business because of its high conversion rates and the number of users across all age ranges. However, recent studies have shown that Instagram's rising popularity and its use of video in innovative ways can have a true impact on how you generate income and influence your ideal customers.

Before you feel like you must be on every social media platform, remember that quality over quantity is what counts. I recommend that you choose one to three platforms on which to be truly strategic with your business. Chapter 9 shares four steps to help you decide on which platforms are right for you.

This chapter covers how to use and set up your accounts for Instagram, TikTok, YouTube, Pinterest, and Twitter.

Using Instagram's Impact and Influence

Instagram recently surpassed Facebook in popularity and has been called the favorite social media platform for many age ranges. Instagram focuses on using powerful visuals and video to tell stories and engage current and potential customers. The main purpose of Instagram is to showcase your day-to-day life, where you go, what you do, and the products and services you use. That's how Instagram created what I call the *influencer effect*.



REMEMBER An *influencer* is a person who can influence their followers and inspire them to purchase by simply recommending products and services. Before Instagram, only celebrities and public figures were able to endorse products, but now anyone, especially small business owners, can show off how they live day-to-day and let people into their lifestyle, thus creating this kind of influence within your own communities too.

That's precisely why I recommend making Instagram one of the platforms your business has a presence on. In fact, because 81 percent of users use Instagram to research products and brands and 50 percent of Instagram users have visited a website to purchase after seeing a product on the platform, you can see how using Instagram can impact your own income.

People mostly use and post on Instagram via a mobile phone, and it's actually the second most downloaded app in the world. Since Facebook purchased Instagram, Facebook has expanded the tools for businesses that you can use from a laptop. The good news is if you already use Facebook for your business, your Instagram can connect seamlessly with those tools. The downside is that because Instagram is meant to be used as a mobile application, you'll still find that you can post Reels only on the app (and not the website).



REMEMBER A major benefit of posting on Instagram is that you have the option to cross-post to your Facebook or Twitter account just by clicking the toggle in your Settings and connecting them.

The following sections delve deeper into how you can use Instagram in your direct selling business.

Using Instagram — The how-to

This platform keeps users engaged by allowing people to post photos to their grid, Reels, and Stories, and going Live. In order to have an effective strategy on Instagram, you must use a variety of types of posts. Each Instagram post contains a visual (image, photo, or video), a compelling caption, and *hashtags* (words or phrases preceded by a pound symbol to make them searchable). Understanding the differences between each post is vital to the success of your Instagram. In these sections I share some insight into important Instagram terms.

#OnTheGrid

If you look at any Instagram profile, you'll see a profile picture, a short bio, possibly a link, highlights from the account, and nine square boxes, each one containing the most recent posts — this is called the *grid*. Your goal with the grid is to create a cohesive and visually appealing profile.



REMEMBER When you post images, you not only want to think about the individual image or photo you're posting, but also how it will look next to what you previously posted. Keeping this in mind will make you look more professional over time. (Chapter 12 discusses creating content, taking photos, and creating graphics.)

Reels and videos

The use of video is wildly powerful when helping followers get to know you and educate people on what you offer in a way that provides value. You can Go Live on Instagram just like on Facebook. You can post longer-form videos to Instagram Video just the same way you do to YouTube, and you can create short 15-second to 1-minute Reels like you do on TikTok.

You can create videos that are like commercials, give people a behind-the-scenes account of recent events, share tutorials or how-to videos, and highlight your personality.

By consistently posting Reels, you can increase your engagement on all areas of your account because Instagram wants their users to post Reels. In fact, Reels are one of the fastest growing features Instagram offers, which means more people are viewing and creating them every day. Their quick format allows people to engage and be entertained.

Reels specifically are vertically created videos exactly like TikTok. ***Bonus:*** Everything you create for Reels can be easily repurposed to TikTok (refer to the section, "Embracing TikTok," later in this chapter).



TIP The best way to decide how to use Reels in your own business is to watch Reels and get inspired.

To get to Reels, simply click on the + sign in the upper right to choose Reel and click the round button at the bottom to start recording. On the left of the screen, you'll see the option to add filters, choose a sound if you're speaking in the video, and set a timer so that you can record a video hands-free. You can preview the Reel before you publish it; don't worry, you aren't live when you record a Reel.

Stories

Nearly 60 percent of users say they're more interested in a brand after seeing it in an Instagram Story. Stories are vertical images or videos (videos that are only 15 second increments of time) and utilize the full screen on a phone. Their whole purpose is exactly what you might imagine — to help you tell your story, specifically moments of your day that may not need a larger post. These show up to followers for 24 hours, though you do have the option to *highlight* them, which adds them to a category on your profile that new followers can watch to get a feel for what your account is about.

For example, if you sell jewelry or clothing, you may do an outfit or look of the day — and each day share a photo of what you're wearing. You can highlight and label them "Outfit of The Day." This allows followers to go back and review all the outfits you've posted.

Stories are best used to share behind-the-scenes moments and tips and help you show off who you are and what it's like to work with you. You can also use Stories to learn more about your audience by asking them questions and getting responses. They're a powerful way to start one-on-one conversations with potential customers. You can also poll your followers for their preferences, so you know what to offer them next.

Guides

Guides are a relatively new feature to Instagram, so not everyone uses them. Think of Guides as a way to categorize posts so your followers can binge your content, like they may binge Netflix. You can find ways

to teach your followers using your products. For example, you can create a guide called “Five Ways to Improve Your (blank)” and then add five posts, each featuring a different tip.

Setting up an Instagram account

Follow these steps to set up an Instagram account:

1. **Choose an email address that you want to use for your account.**
2. **Download the Instagram app to your phone and create a new account.**
3. **To set up a Professional account, click on the three lines in the upper right corner of your account (looks like a hamburger) and pull down to Settings and then Account and then scroll down to Switch Account Type.**

   A Professional account is a public account, which means the public will see all of your future Instagram posts and people can follow the hashtags you use to find you. Meanwhile, a Personal account is a private account, and no one can see your posts except those who you allow to follow you.
4. **Set up your bio.**



REMEMBER Instagram doesn’t have clickable links to your website other than the *one* single link that you get in your profile bio (unless you’re sponsoring a post). Instagram is focused on the social side of social media; Instagram doesn’t want its platform bogged down by link after link after link.



TIP Because you get only one link in your bio, use it wisely. I’m a fan of a *free* landing page service called `www.linktr.ee`

where you create a landing page that consists of multiple links to other places online like your replicated consultant website, your blog, your other social platforms, your recruiting info, and so on. After you create that landing page, you can add your link.tree to the website section in your bio, so that in each post you can reference `#linkinbio` as your call to action and people can easily view and potentially buy your products.

Embracing TikTok

With 656 million downloads in 2021 alone, TikTok is the most downloaded app in the world and the fastest growing social media platform. The influence of this app goes beyond trending videos and has even influenced other apps like Instagram to implement a similar video format into their app.

TikTok focuses on using snack-sized videos that either educate or entertain people (exactly the way you use Reels on Instagram). Although TikTok may have the most GenZ users, it's quickly gaining popularity across all age ranges. Just take into consideration the age of your audience. TikTok may not be the right platform for you if your audience is more mature (45+). Because it's still a relatively new platform for businesses big and small, you have the potential to gain momentum organically unlike any other platform. These sections provide a few more basics about this platform.

Using TikTok — The how-to

Users create videos anywhere from 15 seconds to 3 minutes long (some content creators have the ability to create videos up to 10 minutes long). These videos use music, lip-syncing, storytelling, dancing, and graphics to entertain or educate. Part of what is so special about TikTok is how it recommends videos to users based on what they're already interested in. As a result, no two people will have the same videos show up in their newsfeed at the same time.

For business owners that means that when you post videos about your products, you can feel confident that they'll show up to qualified leads (people who are already interested). This feeling is backed up by the fact that `#TikTokMadeMeBuyIt` has become a phenomenon, which highlights that 67 percent of users say they've purchased something because they saw it on TikTok.

Use TikTok for your business to create how-to-videos and tutorials,

share stories, answer questions, and jump in on trends that are relevant to your products. Here are some examples:

- Do you sell makeup? Post a video of you putting on your makeup while you tell a story about an experience you had.
- Do you sell cookware? Create a video of you making a favorite recipe.
- Do you sell jewelry? Make a video of you unboxing a recent shipment with the new products.
- Do you sell health products? Post a video of your morning routine that incorporates one of your products.
- Want more bookings? Share the behind-the-scenes video of a recent event you hosted and highlight how fun it was.

The ideas are endless. To see success on TikTok, plan to create three to four videos per week. You can repurpose the videos here and vice versa with Instagram. (***Note:*** Just make sure that the videos don't have the Instagram watermark if you upload them to TikTok.)



TIP The best way to get inspired is to follow others. See how other businesses put their spin on trends and think about how you can apply your personality and products to trends you see.

Setting up your TikTok account

Setting up your TikTok account is fairly simple. You'll need a profile picture of you, a username consistent with your business's presence on other social media platforms, and a short 80-character bio telling people what they can expect to see on your profile if they follow you.

Creating Searchable Content with YouTube

YouTube was the first social media platform to introduce video, and its impact on the world has not gone unnoticed. According to Wyzowl, 96 percent of people say they rely on explainer videos to know more about

a product or service they're interested in. A HubSpot research study found that 72 percent of people prefer video over text to receive marketing information.

The data shows how powerful video is. By using video on YouTube specifically, you're creating content that will stand the test of time. On the other hand, if you upload a video to Facebook, it only shows up in the newsfeed to your followers for a day or two — because the newsfeed is always updating with the freshest content. YouTube is the second largest search engine, other than Google, because people are always searching for new things to learn. Keep reading for more about YouTube.

Using YouTube — The how-to

Even though YouTube may not be your main social media platform, you can easily repurpose videos you've already created on other platforms. Just don't forget that videos uploaded to YouTube need to be formatted horizontal (rather than vertical like Reels or TikToks).

Another powerful way to use YouTube is to create videos that answer common questions or explain product benefits. This will encourage or result in product sales. According to Optinmonster, 84 percent of people said they were convinced to buy something after watching a video.



TIP YouTube is the second-most visited website on the Internet. Make sure that you create titles for your videos that explain the reason to watch. You may want to use language like "How to," "Three products to solve this problem," "Why I love (insert name of company)," or "The benefits of (your product)."

Setting up your YouTube account

When setting up your YouTube account, you'll need the following:

- A profile picture of you
- A profile header image
- Links to your website and other social media platforms
- A short description for your channel — what will viewers see on

your channel and why should they subscribe?

- Channel keywords — think about what people are searching Google for when they look for your product
- Template for your video descriptions and what tags you'll use

Gaining Interest on Pinterest

Imagine this: you're creating a vision board, cutting clips from magazines, and putting them together to create a place for daily inspiration (refer to Chapter 4 where I discuss making a vision board). Pinterest is the same concept, the difference being that it's online and you can add to it at any time, saving ideas, recipes, how-to posts, articles, and images for inspiration in the future. It's available on your computer and as an app on your phone, making inspiration accessible at any time.

Unlike most social media platforms, Pinterest, which the following sections discuss, is mainly used for people planning projects, finding inspiration, researching how to do something, sharing what they know, and above all, shopping. Around 75 percent of *Pinners* (the term used for people who use Pinterest; pinning is posting on Pinterest) say that they're always shopping when on Pinterest — if they see something they're interested in, they can click through and buy it. Each pin is an image or video that leads to articles, videos, or web pages of any kind. You can pin photos of you using your products and link the image to your company website, or you can share a how-to video or recipe idea that links to your blog. (Chapter 12 discusses more about blogging.)

Using Pinterest — The how-to

Pinterest is a powerful way to promote your business without focusing on being social. For you to have an effective strategy on this platform, make sure your account is set to a business account. You can easily convert it by clicking on the down arrow beside your profile picture and going to "Account Management." ***Note:*** You can convert your personal profile to a business account. In doing this, you already have some established pins and followers. By converting to a business account, you'll have access to insights to see what most interests your followers.



TIP Create boards that support the products you offer — think of these as categories — where you can file each pin. The boards on your account should be a blend of categories that relate to your products. As with any social platform, you want to focus first on engagement.

Pin product photos from your company, product photos you've taken yourself, any images you personally create on Canva that you put your logo on, Reels, and any videos you create for other social platforms. The key is making sure that any pins you create are attached to a link so that if someone were to click, they would be guided to an area of your business. You'll mostly use your consultant website and blog, but at times you may link to your YouTube account, Facebook Group, Instagram, and other social media platforms.



TIP Don't only pin things for your business. Use Pinterest to pin things you're interested in or projects you're working on. That's a great way to engage with users (your leads) and support your business.

Setting up your Pinterest account

When setting up your Pinterest, you'll need the following:

- A profile picture of you
- Links to your website and other social media platforms
- A short description — what will followers see from you?
- Your boards and board names

Relying on Twitter

To tweet or not to tweet? Twitter (`www.twitter.com`) is based on the idea that you can create conversations, comment on trending topics, share your thoughts, and connect with people in your community. Posts on Twitter are short and sweet, maxing out at 280 characters, and

don't require any graphics or videos (though you can add those).

Even though this platform is well known for being the place celebrities and public figures share their thoughts, there is more to Twitter. One of the best things about Twitter is that it's often community focused, which means that this platform is the right one for you if you want to connect more with new people in your local community.

Using Twitter — The how-to

Twitter acts much like a newsfeed, always highlighting the most recent post at the top of the newsfeed. The more you post, the more likely you show up at the top of the feed. The accounts that get the best results post up to 15 times a day. Coming up with that many a day can seem like a challenge, but remember Twitter focuses on short-form content unlike other platforms where you can create longer captions. Here are a few simple ways you can use Twitter most effectively:

- **Posting brand and product awareness:** As a business you're building a brand of your own (see Chapter 9 for my definition of branding), and contrary to popular belief you don't have to be a large brand to be noticed on Twitter. Sharing your thoughts and perspectives can be powerful.
- **Providing customer service and updates:** Customers post reviews for companies on Twitter. Businesses that get the most out of Twitter recognize that they can respond easily to positive or negative customer reviews. You can also share Live updates of what you're up to in business, particularly if you're at an event, party, or trade show. Showing that you're active in your local community attracts others in your community to find you.
- **Staying current:** Most Twitter users say that the platform helps them understand world events and trending topics. You can even use this information as a source of inspiration for content on other platforms.
- **Increasing sales:** One of the reasons you went into business is to make money. Twitter is known for its heavy referral traffic. The more active you're on Twitter and the more you mention and share your personal website through posts, the more people will see your products.
- **Discovering fundraising opportunities:** Twitter is a great place for community-focused programs. Find out your community's hashtag — and use it. You can sometimes find it on a city's website. You can also search influential people in your area and

use the hashtags they use when mentioning the community. Get involved and show your community that you're someone who wants to give back.

- **Finding local events:** Local trade shows and vendor events usually post updates to Twitter (again, a community-focused platform). You can stay updated on the events in your community.

Setting up your Twitter account

When setting up your Twitter, you'll need the following:

- Consistent name and username
- A profile picture of you
- Links to your website and other social media platforms
- A short description — what will followers see from you?
- A header image about your account
- A Twitter color for when people view your profile

Chapter 12

Creating Content: Blogging, Images, and Videos

IN THIS CHAPTER

- **Understanding the power of personal branding**
- **Batching content for success**
- **Establishing the goals of your content**
- **Creating images, videos, and captions and using hashtags, blogging, and emailing**

The most common myth when creating content is that you need to be inspired. The challenge is that it can cause you to post only when you feel like it and your posts aren't consistent. Doing that can lead to bad social media habits, like only posting things you find entertaining, posting a random quote because you feel like you have to, or posting only when you need sales. You can't grow a community on social media unless you're consistent and strategic.

This chapter covers my best tips and practices for creating content so you can show up consistently, and ultimately save time, because social media is just one part of your business.

Building Your Personal Brand + Positioning Yourself as the Expert

Understanding your brand and how you want to be seen will affect the type of content you create. Your *brand* is your visuals (images, colors, fonts, photos, and so on) and your voice (your captions and messages), and how those work together on social media create a brand over time.

Traditionally when you think of branding you think of a logo and big brands (Nike, Starbucks, Facebook, Coca-Cola, Apple, and so on). Social media has given everyone and every product the ability to create a brand, especially small business owners.

As an independent rep of your company (which is the bigger brand that you represent), creating your own brand will help you stand out from the rest of the direct sellers in your company.



TIP Think of your personal brand as how you want people to see you. It isn't about acting or your being exactly who you think your ideal clients want to see. Creating your personal brand helps people know how they refer to you and why to recommend you.

Ask yourself these questions when creating your brand:

- What words do I want people to use to describe me?
- What are the top three words that my friends use to describe my personality?
- What do I want to be known for?
- Who do I want to support? Get specific. What do your clients have in common? What do they do during the day? What do they want from you? What problems do they have?
- What is my perspective about my products?
- What do I believe about what I do?
- How do I want people to feel when they interact with me in person or online?

The answers to these questions can help you make decisions about your style on social media. They help you narrow down your choices for everything from the words you use in your captions, to the values you express online, to the imagery, colors, and photos you have. These answers give you focus and help others understand who you are and why they should follow you specifically.

Remember, online you only have three seconds to capture someone's attention before they choose to read more or scroll past what you have

to say.

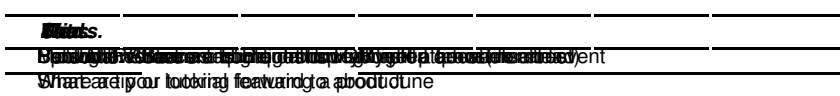
Batching Your Content Is the Key to Success

There's no one magic strategy when it comes to social media other than being consistent. Planning your content ahead of time will help you have the ability to schedule the things you can ahead of time so that you aren't rushing to post and you have a level of strategy and intention in your posts so they can support your growth goals.



TIP Every post needs a purpose. You can post consistently, but if you're only posting fun stuff like quotes or you're selling your products, you may not see the return on your investment (of time and energy).

A content calendar is an outline of what you plan to post each day. Oftentimes this is a document, much like a calendar, where you can outline your needs for recording videos, creating graphics or taking photos, and pre-writing captions. Here is an example of a content calendar:



After you determine what content you want to post and where you want to post it, you then need to focus on scheduling and automation. Scheduling a post is where you can create an image and type out your text copy into a post and use a scheduler to choose a certain date and time you want it to post for you. The Cheat Sheet for this book offers some schedulers you can use, or you can schedule your posts using native schedulers that many social media platforms, such as Facebook, Instagram, and Pinterest, offer. Just go to `www.dummies` com and search for "Direct Selling For Dummies Cheat Sheet."



REMEMBER Schedulers should never serve as a "set-it-and-forget-it" option for your business. You can certainly schedule your posts, but you need to make certain that you're checking back on those posts soon after they're published to answer any questions and engage in comments or messages. It's not okay to go days without reviewing your posts and engaging with your followers.

Establishing the Goals of Your Content

This section discusses what the goals of your content should be:

- **Creating customer relationships:** What you share on social media has a direct impact on the level of relationships you're able to build with customers online. Creating connections is about how you make people feel. Do they feel seen, heard, acknowledged? Maybe you want them to feel empowered. The best way to use social media to create customer relationships is by focusing on how you want the person on the other side of the screen to feel. You can use your social media to answer their questions, relate to their struggles, and provide solutions, tips, and tutorials.



TIP How do you want people to feel when they interact with you and how can you provide value to them?

- **Selling on social media and increasing visitors to your website:** There are two types of sales on social

media:

- **Soft calls to action:** A soft-call-to action might look like featuring or sharing a tip or tutorial using a specific product. For example, post a photo of a recipe where you use a specific product. Another example would be using or wearing a product in a video where you're doing something else that's related to your product. Consider, recording a video where you're telling a story and wearing a specific product.

  These indirectly feature what you offer and help users see them without being pushy. You can always add a note in your caption like "featuring the (insert product name), learn more at the `#linkinbio`."

- **Direct calls to action:** Direct calls to action may be used sparingly and purposefully. If your company is having a major summer sale, then you might want to post directly about the specific discount. Say a new collection was recently released, so you do a post about your favorite products and their benefits. You can add a link specifically to your product using direct language like, "Want your own? Get yours for only $X, go to `www.yourlink.com`."



WARNING On average, it takes 13 times of someone seeing something to make a buying decision. If you only sell your products on your social media, you'll come across as salesy. Planning ahead can help you think through the different ways you can feature your products in a way that is valuable.

The following sections discuss eight steps to create content and how you create different types of content.

The process for creating content

Here are eight key steps, in order, to creating your content for social media:

1. **Review last month and plan your goals for the month ahead.**
2. **Get inspired and brainstorm prompts for captions or videos.**
3. **Get organized.**

   Fill in a monthly overview (like the calendar template in the earlier section, "Batching Your Content Is the Key to Success,") with types of posts and prompts for each post
4. **Write your captions.**

   Starting with this first might inspire what image or video you use along with the caption.
5. **Pre-record videos and gather photos or take them.**

   See my tips on each in the section "Creating content — The how-to," later in this chapter.
6. **Customize Canva graphics.**

   Go to `www.canva.com`. Refer to the section, "Creating content — The how-to" later in this chapter.
7. **Proofread captions.**

   This small tip can help you look like a pro.
8. Schedule content or save as drafts.

Creating content — The how-to

With tools that make it easy, like my favorite, `Canva.com`, you can now easily create powerful visual graphics. These graphics may be words, quotes, or photos paired with text. When it comes to images keep this in mind:

- **Keep the fonts and colors consistent.** By using consistent colors and fonts you can boost your personal brand recognition by 80 percent. Being consistent helps you be more memorable to your

audience, especially if you're sharing a valuable tip or resource they'll want to remember.

- **Create your own set of templates.** In Canva, you can customize social media graphic templates by including your own products and branding. I recommend coming up with 7 to 15 types of images that you can create time and time again. Doing so will save you time; you won't have to create a whole new set of graphics every month. For example, you can create a template for sharing product benefits, a quote, a meme, a tip, or even a tutorial. The ideas are endless. (***Note:*** If you're a member of my monthly membership program Direct Selling Now, I provide you with prompts and customizable graphics to help your marketing efforts each month. You can discover more at www.stepintosuccess.com.)

- **Don't use too much text.** This is a rookie mistake. Your image needs to get people to read your caption; it doesn't need to contain all the words you want people to read.

- **Catch attention with photos.** Photos are an essential visual component of your social media strategy. They have the ability to catch the eyes of your audience, to create desire, and to inspire. Here are a few things to keep in mind:

    - **Partner with a pro.** Partner with a local photographer in your area who can take lifestyle photos of you and photos of you using your favorite products that truly represent you. Long gone are the days of the headshot; people want to see who you really are. This recommendation is one of my favorites because if you have a set of photos, you can mix the photos into graphics and video content, so you aren't feeling like you need to take pictures of yourself all the time.

    - **Use your smartphone and a tripod.** If you don't have the resources for a photographer, start with your smartphone. If you've been using photos from a recent photoshoot but want some in-the-moment ones, you can do this too. Plan a self-portrait photoshoot at home. You can do this based on the products you want to share in a given month, the time of year, and even the types of photos you need. Refer to Chapter 11 for inspiration on Pinterest.

    - **Address lighting.** Your goal is to get an even glow across the focal point of your image, especially if it's

featuring your beautiful face. If you have a great window in your office, make sure it's in front of your face and not behind you; go outside and record and when you don't have good lighting, use a ring light.

- **Focus on your subjects.** Focus by tapping on the subject on your phone as you're framing it and preparing to take the photo. No one likes a blurry photo.

- **Use videos.** Reels create 22 percent higher engagement than any other form of content on Instagram, and website pages that include video convert viewers into buyers 67 percent more than pages without. Although video doesn't replace being in person, it does allow your followers to feel like they know you — the power of video is undeniable. (Refer to Chapter 11 for more info on the different platforms on which you can use video.) You can Go Live and create commercials, tutorials, sneak peeks, unboxing, testimonials, trends, educational, and lifestyle videos to highlight what you do and who you are. When creating video keep these tips in mind:

    - **Lighting/location:** This is particularly important in video because you don't want people distracted by your surroundings; you want them focused on what you're saying or doing. If it's really bright behind you, for example, the viewer won't be able to see your face clearly and they won't be able to focus on what you say.

    - **Word choice:** Start your video with the *hook* (a short sentence that tells the viewer *why* they should watch and listen). Use "If you're struggling with (blank) try this (insert your tip)" instead of, "Hey my name is (blank) and today we're talking about (blank)."

    - **Call to action:** Always end your video with a call to action. Tell the viewer what you want them to do and only specify *one* thing. Do you want them to comment below and share their thoughts? Do you want them to share this tip with a friend? Do you want them to follow for more tips? Maybe you want them to go to the link in your bio on Instagram and make a purchase? When you record a video, knowing your goal for that video can help you communicate effectively with your audience.

    - **Tripod:** To avoid shakiness, use a tripod.

    - **Your outfit and location:** This simple visual cue alerts

your followers to whether or not they've seen this video before, and it can increase your views.

- **Still photo:** Before making the video, take a still photo so you can easily create a video thumbnail where you aren't paused making a silly face.



TIP If you aren't comfortable with being on camera, know that you aren't alone. That being said, know that recording videos is a must-have in your marketing, and social media platforms prioritize video views. My best advice is to learn and practice. You may not do it perfectly, but you'll get better (and more comfortable) over time. Try to remember that video doesn't have to feel different than being in person; think about how you can re-create that experience via video.

Writing captions

Every social media platform has an opportunity for you to add a *caption* — the place where you share the purpose of your post and explain what your perspective of the image or video you are sharing is.

Captions that focus on *why* people should read — this is the hook (refer to the previous section for more information). When writing captions, focus on starting conversations and removing spelling and grammar errors.



TIP Write as if you're speaking to *one* person. Although I recognize that more than one person will read it, only one person experiences it at a time. You're more likely to connect to them and convert them into a follower or buyer if you focus on that *one* person.

Using hashtags

Hashtags are keywords that social media platforms recognize when the pound sign (#) is added before them, like `#girlboss` or `#directsalestips`. These simple words are a great tool to incorporate into your posts on most social media platforms. By adding

them to posts you're telling the platform how to better categorize your content, which leads to more reach, visibility, and engagement with the right audience.

The rules about how many hashtags to incorporate on each platform posts change regularly, so although I can't offer a specific number of hashtags to include, a good general rule is to incorporate them into your captions and always have at least one or two. Keep the following tips in mind:

- **Be relevant.** Try to use hashtags as a way to reach new people; use them to properly describe the purpose of the image or the video.
- **Be specific.** There are millions of hashtags, some more common than others. The more specific the more easily you'll be found.
- **Be topical.** Hashtags are often used by events, local communities, brands, and even shows to help share their experiences and find others who have the same interests.

Blogging

A question I often receive is should I still blog or is it relevant to my marketing strategy anymore? The truth is that the answer depends on your goals. There are some key benefits to incorporating a blog or an email list into your online marketing strategy. Here are three core benefits to blogging:

- **You own your blog.** Many social media platforms have become places for people to post their thoughts, share tutorials, and write articles and reviews, just like direct sellers used to do on a blog. However, if you only utilize social media in your marketing, what happens when that social media platform no longer exists? Even though you don't own your content on social media platforms, you do own your blog, and your content can live there indefinitely.
- **Your blog can be searched online.** Having your own blog or website (aside from your company-provided one) is a way you can create search engine optimization (SEO). When someone searches online for their frequently asked questions or the products you provide, you create yet another way for your ideal clients to find you easily, right through Google.
- **Blogs are easy to repurpose and can increase clicks to your website.** Think of a blog as your larger piece of content; you can split this into smaller posts and spread them throughout the week in your social media.

Emailing

Cultivating a community of people who want priority notifications from you or newsletters from you is a great way to further your connection with your followers. The biggest benefit to having an email list is that you own it. The key is to have this email list somewhere outside of your social media platforms and your company. The reason is because Facebook or Instagram could go out of business and so could your company. If your connections are attached to only those places, your customer connection goes away too.

Similar to blogging, having an email list will require you to consistently create a piece of longer-form content. You can repurpose this list through your content calendar on social media.

Email is a beautiful way to personalize your connections with individuals and send exclusive offers to people who follow you via email. Apps that help include MailChimp, Constant Contact, and ActiveCampaign, just to name a few.

Part 5

Putting Sales Strategies into Practice

IN THIS PART …

Build your business on bookings to have a consistent flow of income.

Assist your hosts to be successful so that they help you grow your business.

Conduct successful in-person and online events to include all guests no matter where they live.

Tap into the power of one-on-one selling to develop a solid customer base.

Master follow-up to create super fans.

Chapter 13

Building Your Business on Bookings

IN THIS CHAPTER

- **Maintaining your calendar, hours, and schedule**
- **Securing and dating bookings**
- **Overcoming common objections**
- **Getting bookings and more business**

In today's direct selling world, you can conduct your business in many ways. The most efficient and strongest is through in-person or online events, which are most often held by a host. However, getting bookings for events in offices and cafes and a variety of other locations is popular, too.



REMEMBER Bookings are the heartbeat of your business, and without them your business *will die.*

Okay, maybe your business won't *die,* but it certainly won't be living up to its full potential. The two most significant ways to get sales are through events and your online customer community. The quickest way to grow your online community is through your events. After all, selling to many is more efficient than selling one to one.



REMEMBER As long as you have bookings or appointments scheduled and secured, you have the ingredients to create a successful and lasting business.

Booking an event (or show, demo, tasting, jewelry bar, Facebook party, and so on) allows you to see lots of people in one setting. You showcase your product and show them how fun and easy your job is. Online parties are great because you can connect to potentially a lot more people at one time, especially with people who don't live in your local area. Being able to connect with people face-to-face is an important aspect of direct sales — if you do it right, people will buy in to your personality just as much as your product. In-person events and appointments are also important because your guests get to experience the product firsthand.



TIP Interacting face-to-face builds trust and likeability, and people do business with people they know, like, and trust. Fortunately, you can build this same know, like, and trust factor online, as well.

This chapter takes you through the importance of bookings, the ins and outs of controlling your calendar, ways to get bookings, strategies to overcoming objections, and other odds and ends.

Understanding the Importance of Bookings

If you hit your booking goals (see Chapter 5 for more on goals), you'll have the income you want. It's as simple as that. And I'm guessing you went into business to make money (at least it was one of the reasons), so what could be more important than striving for your goals?

Collecting orders through friends, coworkers, and social media contacts is a great way to top off your monthly orders and get you closer to your monthly sales goal. But *bookings,* whether accomplished online or in

person, are a sure way to generate the income you want and desire.

Bookings give you the opportunity to do all the following:

- **Earn an income by selling product.** You'll be able to present the product to your clients, and they'll be able to experience the benefits firsthand. By being able to see and interact with more people at one time, you'll have a greater number of sales in one setting, thus earning a larger income.
- **Build a client base for reservicing.** Reservicing is an important part of your business and will give you an extra stream of income. By holding more bookings, you can reach more people quickly, thus creating a larger pool of customers and clients to sell to on an ongoing basis. This is easily done through your online customer community.
- **Schedule new bookings from attending guests.** Customers from events make the best hosts because they've already seen a party firsthand. People are more inclined to book their own event while they're enjoying their time with friends, which is better than waiting to call to book with them at a later date.
- **Find potential team members.** Some of your best recruit leads are at the event because they see your job in action and understand the job description, so make sure that your job seems fun, easy, and manageable. You'll find that the people you meet from your events are more productive because they tend to do the business in the manner in which they met you.

You get to accomplish four things at one time. How awesome is that!

Scheduling Appointments and Bookings

Whether you're a new rep or someone who has been doing the business for a long time, it's never too late to start over and take control of your calendar and bookings. This section dives a little deeper into bookings and schedules.

Jump-starting your bookings

Your first objective in starting your new business (or relaunching your business) is to book six events (in person or online) in a 30-day period. I call this *jump-starting your business.*



REMEMBER Another way to jump-start is to book three events in a row. That can bring big benefits: The average rep who does three events back-to-back generates seven new bookings to schedule in their calendar. That creates momentum, builds confidence, and starts earning income quickly. Plus, your enthusiasm grows and you feel great about your business. As a bonus, you'll be able to reference the previous event at your new event by saying something like this:

> "Last night our [product] was the most popular of the night! Everyone was so excited about it because… . I had so many people booking last night, just so they could get this item at half-price. Last night, everyone had so much fun and appreciated the help with their orders."

Being able to say something like that implies a few things:

- **Your business is booming with bookings.** They'll see that everyone wants to host an event with you and that it must be fun and enjoyable. They'll start to consider whether their friends would love it too.
- **Social proof happens.** People will see that the product is highly desirable and may lead people to purchase what other people want.
- **The concept works.** People will notice that your calendar is full and assume that your business must be doing very well. It looks like fun and, most importantly, appears to be easy and fun to do. Many will consider the opportunity and possibly want to join your team.

You may be thinking, "Well, I came into this business to do only one event a week," or "I came into this to do it part time." That's fine. It's your own business after all. But to really establish yourself in the very beginning, hold six events in a four- to five-week period. The closer you can make that time frame, the better off you'll be. There's no substitute for getting off to a strong start. Momentum is king.

Practice, practice, practice

The only way to get really good in this business is to practice — whether online, in person, or with one-on-ones. The more bookings you hold, the better you get, and the more comfortable you become. You can build mastery quickly, but it involves repetition. Usually, out of your first six events, a couple of them are fantastic, a couple don't work out so well, and a couple are just average. After you get through those first six events, you'll be able to look back and honestly evaluate the entire experience.

The more targets you aim at, the more you hit. In the early days of direct sales, when I was in the field, it was *mandatory* to have six scheduled parties in a *two-week* time frame in order to receive your kit. At that time, the average rep held eight parties a month. Many years later, it was a requirement on most contracts to list the six parties you had scheduled in a 30-day period of time. The average rep at that time held about five parties per month. However, in recent years, there are typically *no* requirements to enroll and receive your kit, and the average rep held just 2.3 parties per month. Today, with the increase of online events, this number is about 3.5 per month.

What you start with is usually what you'll easily maintain. So, if someone starts with two to three events in their first month, that's what they'll likely maintain. Two to three events per month won't generate a significant amount of income, and with that, most new reps are left not feeling excited about their business or their success. If you started with six, you'll usually be able to maintain that. Six gives you more income and will create a success story for you. When you feel you have a success story, you'll share it with others, thus attracting more people to you and your business opportunity.

A concentrated training period like this helps you get the hang of this business and gain confidence. With each event, you'll have something to compare to the last one — what you liked, what you didn't, and how you would do it differently.



WARNING If you don't have another event scheduled for four weeks after you have a less-than-stellar event, you have nothing to help you recover and fill your calendar. That can create a lack of confidence, which can snowball into diminished success because it becomes harder mentally to get on the phone to secure more bookings. So, give yourself the best chance of success by getting out there and lining up those first six events

from the very beginning.



TIP Making some money right away will leave you feeling good about yourself and your new business. If after doing those first events, you decide it isn't for you, what have you lost? Absolutely nothing! You can walk away from the business saying, "It was a very positive experience; it just wasn't for me." You're also able to evaluate your business from a position of strength.

Building momentum for your future business

Having several events in a month builds momentum. Those first six events will provide new business for the future, and you can schedule those new bookings however you like on your calendar: one party a week, two parties a week, or even three parties a week.

When you reach the end of your first month — your training or trial period, if you will — you'll have more bookings and can plan your business to fit your desires and goals. Keeping things going and continuing to make money is easier when you reach the end of the month with new bookings on your calendar. Your new skills will make you more confident, and you'll enjoy a feeling of success.



TIP Most companies have some sort of incentive program (usually called Fast Start or Quick Start or something similar) that helps you earn products, rewards, or business aids during your first 90 days. They do this to help you establish good business habits. Find out what the program is and set your sights on hitting those goals. People who are fast-start achievers usually have a greater retention and climb the career plan quicker. (See Chapter 5 for more on incentive programs.)

Building your booking lead notebook

When you're new, you're also very excited; it's human nature to want to jump on the phone, call everybody you know, and try to explain everything about your business to them. But because you're brand new,

the best thing to do is make a list of everyone you know and put them in your booking lead notebook. You can keep your notebook on a physical pad of paper, on a document in your computer, or in an organizational application like Evernote (check out www.evernote.com for more on this popular tool) or Trello (www.trello.com). The following discusses who you need to include in your booking lead notebook, how to organize the lists, and how to use the lists.

Knowing who to include

You know a lot of people. And they probably divide into more categories than you may have considered. Here are some ideas for your list:

- **All the places you've ever lived:** Think of current and past neighbors, acquaintances, people in the communities, landlords, real estate agents you've worked with, and so on.
- **All the places you've ever worked:** Consider coworkers, associates, former bosses, past employees, employees of other firms with whom you've done business, clients, and vendors.
- **All the places you've ever gone to school:** This can include grade school, middle school, high school, community college, and university. Think of old friends from classes or seminars you've attended, people you met at swimming, yoga, or cooking classes. Don't forget past teachers, administrators, and staff.
- **Friends and family:** This is the category that's the easiest to think of, but ironically, you may not be as eager to reach out to these people to assist you. So, when your lifelong best friend decides not to have an event for you, get over it and move on to the next one. I've found that those who make the best hosts are your second and third level of friends (the people you don't see often but who are on your holiday card list).
- **Organizations, committees, and affiliations:** Consider acquaintances or members of your place of worship, folks from recreational activities like bowling and/or softball leagues, and people at the gym or fitness center where you work out. You may know people from children's sports activities, such as soccer, Little League, dance, or gymnastics. Think about committees or groups you've belonged to, like Scouts, political organizations, social clubs, or business groups.
- **Children-related contacts:** Kids' friends' parents, coaches, teachers, doctors, tutors, and so on.

Organizing your list of leads

You can organize your list in a few ways, which I discuss here. However you categorize your leads, your goal is to get them to see the product in person — or if you run your business completely online (see Chapter 11), to send them a video or share photos of the product. After that, your goal is to secure a date for an event within your first 30 days.

LABEL THEM 1, 2, 3

Beside each name, you can categorize them as follows:

- **1:** The 1s are the people you think are most likely to have an event (what you usually classify as your friends and family).
- **2:** The 2s are the people in the middle — people you've known for a long time but you might not see or speak to on a regular basis.
- **3:** The 3s are those that you think may be least interested. These are people you may not have seen in years but who might still be on your Christmas card list.

Your inclination would be to start with the 1s because you think they are most likely to help, but that's not always true. Sometimes your best friends feel more comfortable shutting you down and giving you a no.



REMEMBER I find that the 2s and 3s are actually better candidates. They're your second-tier friends, old friends from high school, and so on. This group of people is actually happy to hear from you and are more likely to say yes, so think about starting with those first.

When people start with their friends and family and they start to get a no from them, they often feel discouraged and never move on to their 2s and 3s — start your list with your 2s and 3s and then move on to your 1s.

IDENTIFY THEM AS C, H, OR R

Another way to organize your list is to write C, H, or R beside each name. The letters mean the following:

- C is for those likely to be customers.
- H is for those most likely to host.

- R is for recruits, those who could potentially be right for the business.

These letters can help you be more intentional in your conversations when you're reaching out to the people on your list.

Using your lists

For your first events, create several *chains* of business — that means having people from as many different categories (either the 1, 2, 3 method or the C, H, R method, whichever one you choose) as possible. Doing so exposes you to many different circles and areas, which makes for a healthy and diversified start to your new business.

Think of a wheel. The spokes on a wheel represent the different categories of people you know. If your first events are done with your sister, mom, aunt, and cousin, that may sound like a lot, but they all still only represent one spoke on the wheel (the "family" spoke). With only one spoke, a wheel collapses.

Instead, if your first events include a family member, a friend from church, a neighbor, and a coworker, you'll expose yourself to a larger group of people. Your spokes are spread out, and your wheel will continue to roll along.



TIP After you get your six bookings secured and dated on your calendar, continue to refer back to your original list in your booking lead notebook for ongoing bookings. Don't forget to add to this list with the people you meet moving forward.

Securing Bookings or Appointments

When you're trying to secure bookings, you need to talk about your business. You can't just hope that people will want to book with you or that people will approach you on their own. You need to talk about what you offer — events, products, and the business opportunity — wherever you go.

Learning to be sociable and confident with your customers is

important. But you don't want to become an actor. Honing your sales techniques is about using the personality you already have. You want to be authentic, likeable, and approachable with your customers. People want to do business with people they like and who they want to be friends with. Being pushy or sales-y with your customers is a sure way to get a no.

Here I talk about a few of the many ways to present your booking opportunity.

Stay casual when sharing the opportunity

Make it casual when you're in casual conversations. You don't even need to use the term party or event. You can offer your customers "a fun night to get together with friends" or "a fun and unique shopping experience." It's as simple as that.

I was out and about at the mall one day when a woman complimented me on my necklace. I thanked her and said that it was part of a line of jewelry that I represented. She said, "Oh, I'm a jewelry nut." I enthusiastically explained to her what I did and asked her if she'd be interested in hosting a party. She replied with, "No, I don't like home parties."

Now, many reps would have taken this as a no and walked away feeling discouraged. But I knew that there was still an opportunity to gain this woman as a customer. Instead of accepting defeat, I let her know that I also offered one-on-one appointments where I'd come to her house, bring my jewelry, and help her match them to her outfits. The woman loved this idea, and can you guess what she asked next? "Would you mind if I invite my daughter and some of her friends?" And what are we doing now? You guessed it — a party! Sometimes people have their own ideas of what this industry is and what it means to host a party or even be a representative.



REMEMBER You don't only offer in-person events. You offer a magnitude of ways that clients and customers can purchase from you. (See Chapters 15 and 16 for more ways to work your business.)

Make sure that you're always talking to potential hosts about the benefits for their friends.

One of the best skills you'll ever learn as an entrepreneur is to listen. Listen to what your customers, leads, clients, and team say. They may still be interested in what you have to offer, just maybe not in the exact manner that you're offering it. So be sure to listen and start conversations. You have to know and understand your customer in order to sell to them effectively.

See the people and show your product

In this business it's important to *see the people* — meaning you want to get you and your products in front of as many eyes as possible. You want your friends, family, and customers to experience the product firsthand. That creates a bigger desire for the product and a sense of ownership.

Think about how real estate agents take you through a home you're looking to buy. They always refer to it as *your* master bedroom, *your* kitchen, *your* patio. They want you to feel a sense of ownership, so that you start to imagine what living there and having your things there would be like. Direct sales is the same. Having clients hold your product in their hands is better than just sending them to your website. The next best way to get in front of them is through Zoom or another online platform.

Using your booking lead notebook (refer to the section, "Building your booking lead notebook," earlier in this chapter), start to call some of your friends, family, and acquaintances to set up a time for them to see the products. When you call them, you may want to start with something like this:

> "Hi Jessica, this is Belinda. I was wondering if you're going to be home this weekend (or evening or afternoon). (Wait for response.) Great! I'd love to come over for a quick visit. I have something really exciting to show you!"

Or maybe something like this:

> "Hi Jessica, it's Belinda. I can't wait to show you the new business I've decided to do." (Wait for a response.) "Terrific! I'd love to stop by for a few minutes to show you some awesome products. I know you're going to love them."

Or even:

> "I've started my own business and I would really value your opinion. Could I practice by speaking with you about the business? Is there a day this week that I could swing by? Or we could even jump on Zoom if that is easier."

If they ask, "What kind of product is it?" just say, "Oh, it's an awesome line of _____. And I know you're going to love it!" After you show it to them, it also creates excitement for those who end up having events because they've already seen your fabulous product and they have firsthand knowledge to share with the guests they will be inviting.



TIP It's especially important to personally show the product as much as possible when booking your first six events. Creating enthusiasm is contagious, so get started and *see the people.* Show them what's got you so energized! Allowing your friends and family to see the product for themselves and how excited you are about them also reduces any need for you to "sell" them on the idea.

After you get there, take a few minutes to relax and engage in small talk about common friends, family, and so on. When you're ready to talk about your new business, begin by saying something like this:

> "I want to tell you about my new business and show you some of the products."

Show some of your favorite products and your current catalog. Get them involved and let them know that hosting an event would be a great way to get started in your new business. In return, they'll earn a wonderful shopping spree and have the opportunity to shop at a discount. Say something like this:

> "Melissa, that's one of my favorites, too. You know, you could get that absolutely free just for getting a few friends together. You'd be a great host! And it would really mean a lot to me if you would help me

> by hosting one of my very first events. We could do an online event for those who can't make it."

Let her know the dates you need to fill with your first events and ask her to help you with one of them. People like to be part of the success of those around them. You'll be surprised by how much your friends will want to help you if you ask. When she says, "Yes!" proceed to coach her for a great party (see Chapter 14 for more on host coaching):

> "Lauren, I'd love to get my business off to the best start possible. Would you be willing to help me get things going?" (Wait for a response.) "Thank you so much! I know your friends will love it and will appreciate learning about these great products. I have a couple of days to fill with events on my calendar — which day will work best for you? Thursday or Saturday?"

Enlist your friends

When you're starting your business, don't hesitate to ask people for their assistance. Friends will often surprise you with their willingness to help you get off to a great start in your business.

Let them know what you need to be successful and that you need the practice; you'll typically find them eager to know exactly how they can help you:

> "Hi, Sarah. This is Melanie. Do you have a couple minutes? I'm just getting started in a new business and I was wondering if you could pull a few friends together for a fun evening and help me out by hosting one of my first events?"

Or you could say:

> "Hi, Sam. How are you? I'm calling to tell you about my new business. I just started and I can't wait to share our incredible products with you. Sam, you're a great friend. I promise a fun night for your friends, and there are some great perks in it for you. Can I count on you to get a few friends together for a fun and unique shopping experience?"

Sometimes people are hesitant about having enough time to host a party for you. They don't fully understand that there really isn't that much work involved in having an event. You can alleviate their concerns and overcome their objections (check out the section, "Overcoming Common Objections," later in this chapter) by saying something like this:

> "Hi, Katie. Is now a good time? Great. I was wondering if you could help me out by having a get together with a few friends as I get started with my new business. We could do it in person or online. Could you help me out with one of these? Your friends will really love it, and you'll benefit from getting a few selections free and getting to shop at 50 percent off."



REMEMBER Regardless of what approach you take, it's your friends and family who help you get your business started by having events for you early on. Their willingness to assist you simply because they care about you is a great advantage at the beginning of your business, so don't overlook it.

But it isn't just your family and friends who will help you grow your business. That's why it's important, even at these events with friends, to do a good job and get their friends booked in your calendar.

So, make your list, contact them all, and allow them to feel good about being able to do something for you. Those early events help you get some practice, get those initial sales, and meet new people. The more events you book in the first few weeks of your business, the better. So, start connecting!

Host your own event

Your launch event is a kickoff for your new business. You want to include all your family and friends in the celebration and show them what you're doing, so I suggest your launch event (see Chapter 7 for more on launch events) be one of your very first events. This way, when you're showcasing your product, you'll create interest to enlist the help of your friends; you'll also have something fun to invite them to if they don't immediately opt to book an event with you.

People you call who can't or won't book their own event with you are still often quite willing to attend a party at your home. When one of your contacts says they can't host one of your first events, for whatever reason, be gracious. They may have really good reasons! It's just no for now. They may be able to host an event in the future. You may say this:

> "Lisa, I totally understand that it's a really busy time." (Say something that validates their reason.) "I'll be hosting my own launch event for my business next Sunday and would love to have you attend and let me know what you think. It's going to be a lot of fun, and I'd really like you to be a part of it."

Make your invitations sincere and make sure that you highlight how much you'd like to see them there:

> "I'd love to have you come to my party next Friday where I'm launching my new business. You'll have a lot of fun and get to try our wonderful products. I'm confident that you're going to fall in love with a few particular items. Do you think you can make it?"

And send reminder texts like this for those individuals who've said they'll come:

> "Hi, Lisa! I really appreciate your support as I start my business. I'm looking forward to seeing you Saturday at 7 p.m. for my business launch. It's going to be so much fun! If you have any questions or need directions, give me a quick call."

Your launch event is also a really natural and effective way for you to secure future bookings. You may find that you'll want to host more than one event: to provide people who weren't able to attend your first event a chance to attend and learn about what you're doing, or if you have several distinct groups of friends.

Understanding Why People Book — Or Don't

Your events are the best place for you to get new bookings. Getting bookings at the event is easier and more efficient than trying to obtain them later.



TIP A good goal is to secure at least two to three bookings from every event:

- One booking to replace the one you just did
- One booking to grow your business
- One booking for insurance (in case one of your previous bookings cancels)

These sections examine why people do and don't book.

Examining why people say yes to book

People book an event for three main reasons, which are as follows:

- **Fun:** Guests love a fun get together with their friends to shop. At your events, make sure that all guests have a great time. This will get them to start to consider hosting one of their own with their friends.

  REMEMBER Always put an emphasis on having a good time — this is the number one reason people book.

- **Value to their friends:** People are more willing to engage their friends if they feel there is something in it for them, like great customer specials or something they'll learn or enjoy.
- **Free and discounted products:** People book because of the amazing host incentives that they'll receive, including free credit and half-priced items. Studies show that most hosts get just as excited about discounted products as they do the items they will receive for free.

Considering why people don't book

Here are the three biggest reasons people *don't* book.

Reason No. 1: You haven't asked

People think that asking is simply saying, "Hey, if you want to have a party, let me know." But asking is more about doing an effective booking talk (see the section "Focusing On the Booking Talk" later in this chapter). You always want to showcase your parties as something people will want to host. Ask, "Why wouldn't you want to host? You'll have an amazing time with your friends and will be able to enjoy some free and discounted products."



REMEMBER The "ask" also comes at checkout time. That's where you assist a customer while they're making their decision on what products they want. People are often in deep thought during this time, contemplating their choices and how much money they want to spend. The left side of their brains, the analytical and computing side, is in full swing.

While they're thinking, you may say, "So, Lauren, would you like to have a party?" Because she's so deep into her analytical thinking, she'll most likely look at you and say, "No." She may also say something like, "No, I'm good," or "No, I'm all set."

What you want to do is get people to use the right side of their brains, and you get them to do that by complimenting them on their selections and by making them feel good. "Oh, Lauren, you made a great choice. I know you're really going to fall in love with it."

People start to feel validated for their purchase, like they made a good choice. This leaves them feeling good and more likely to consider hosting an event. You could say something like, "Lauren, did you have fun tonight?" She'll say yes. Then you could say, "Would you consider hosting your own event so we can have this much fun with your friends?"

Reason No. 2: They're busy and can't make a decision

They say no because no comes easy to them. To overcome this, you want to offer three power questions that will get three quick yes answers in a row: "Did you have fun? Are there any products that you want but couldn't get tonight? Do you think your friends would enjoy

this experience?" The next section goes into these questions in detail.

Reason No. 3: They're afraid no one will come

The third reason why people say no to hosting is the fear that their friends won't come. That's why the online event has become so popular because they're able to invite a larger group of people and attending online is much easier.

They also fear the feeling of getting something for free at the expense of their friends. That's why you never want to focus too much on the free and discounted products.



TIP The way you overcome this fear is to remind guests throughout the event that their friends would love it and would appreciate them for introducing them to the products. Remind guests their friends are going to enjoy a fun time, shopping and learning about (whatever your product offers).

Identifying Three Power Questions to Get the Reluctant to Say Yes

If someone seems unsure about booking, you need to ask a series of three power questions that will get them to say yes. These three yesses will remind your guest how much they enjoyed the party and help lead them toward saying yes to booking a party. Here are the three questions:

- Did you have fun?
- Are there any products that you want but couldn't get tonight?
- Do you think your friends would enjoy this experience?

When they answer yes to these questions, you want to help them make a decision by offering choices. For example, ask your customer what works best for them — weekends or weeknights? And continue to narrow down a date from there. Aim to get three confirmations:

> "Okay Michelle, if you were to have a party what would work better — a weekday or a weekend?

"Weekends are perfect. Would you prefer a Friday night, a Saturday morning, or a Sunday afternoon?

"Sunday? Would you prefer 1 p.m., 2 p.m., or 3 p.m.?

"3 p.m.? Great! I have Sunday, January 25 and Sunday, February 8. Which works best for you?

"It sounds like the 25th at 3 p.m. sounds good for you. I'll do the majority of the work, so why don't we go ahead and book it? It will help Kim" — the current host (say this is if your company offers booking gifts for hosts whose guests book a party) — "and your friends will love it."

By following this process of choices, customers come to their own conclusions with a little bit of help from you.

All these suggestions prove helpful in maintaining your calendar and controlling your business and your income. For online events, you can offer choices: a five-day event, a three-day event, or a one and done event.

Planting Booking Seeds

Booking seeds are a subtle way to plant the idea of why a guest would want to have a party, without actually saying it.

The following are booking seeds:

"I have more clients choose this item for free than any other product."

"This is our most popular half-price selection."

"Right now, I have so many people booking an event just to get this product. It's a really popular item right now."

"I just did a party in a teacher's lounge after school, and this was the best-selling item at the party."

"I did an office party the other day, and they went crazy over this product."

"These items are always bestsellers at my bridal/baby shower events."

"This is one of my favorite products, and it's actually the most

popular in our fundraising package."



TIP Sprinkling your booking seeds throughout your events, one-on-ones, and even social media posts is a great way to get people thinking about hosting an event with you.

Show customers that by being a host they can get some of your most coveted products free and have fun with friends. You can also show them that events don't have to be in the home and that there are multiple ways that they can host an event, including starting a fundraiser with you.



WARNING You want to create relationships with your customers. You never want to come off as a salesperson. Salespeople think about themselves — what they can get from a party, how much money they can make, and so on. *You* want to be authentic and build your sales techniques into casual conversations.



REMEMBER Always come from a place of service. Like, "Let me help you. This is how I'll help your guests." If you subtly include these seeds into your conversations, sometimes you don't even have to ask because booking becomes their idea.

Focusing On the Booking Talk

Throughout the evening you have planted the idea of hosting an event. But a booking talk is one of the most important aspects of your event for encouraging people to host an event of their own.



REMEMBER Your *booking talk* is usually at the end of presenting the products, before you start your shopping experience. It's a small commercial and a call to action for them to book the party. It shouldn't last more than 90 seconds. See Chapter 15 for more information on perfecting this.

When you deliver an effective booking talk, combined with sprinkling booking seeds throughout your presentation, you'll get multiple bookings from your parties. Particularly at the beginning of your business, that's your primary goal: to get more bookings. Too many new reps — or their *sponsors* (someone who welcomes someone else to the business) — focus on only achieving sales, so they bring far too many products to show and sometimes skip the booking talk altogether.



REMEMBER I'll say it again: Your bookings are the heartbeat of your business.

Your goal at your first few parties is to get practice and get comfortable — and yes, to get bookings. These bookings will replace and add to your business and lead to much higher sales as you continue.

When you're new, you often think to yourself: "I'm running out of time. I'm sure if they want to book, they'll let me know." So, your booking talk consists of something like:

> "We have a wonderful hostess plan, and I'd love to do a party for you. If you want to book, please let me know."

That's not a booking talk!



WARNING At the other end of the spectrum are those who go on and

on with a booking talk that's a lengthy bullet-point presentation on the host plan, complete with percentages and half-price and free items. Don't do that either. One of the biggest mistakes you can make is to start giving every single detail about your host plan. Why? Because it goes right over their heads and you lose them. You're host coaching before you even have a host.

Your booking talk is not about what a host is going to get; it's about why they would want to book an event. Your booking message should leave your guests thinking that booking an event is going to be fun. Why in the world wouldn't they want to do it? They'd be crazy not to take advantage of this. See Chapter 15 for an effective booking talk.

Securing More Bookings

If you do all the following things, you greatly increase your chances of getting new bookings at your parties:

- **Do a booking talk.** Don't skip it. When you include an effective booking talk at your party with a strong opening that references the benefits of booking, you create interest in hosting a party long before you get to speak with each guest directly. You want your guests to start thinking about why *they* should have their own party while they're having fun with their friends. Your other techniques (such as asking everyone, playing booking games, or booking bonus dates — all covered in upcoming bullets) are much more effective when you've already explained the benefits of hosting and created a desire (see Chapter 15).
- **Ask everyone.** Yes, I'm saying it again. Make it a personal goal to speak about the opportunity to host with every single guest at the party. "Adriana, you had such a great time tonight and were so excited about our products. Can you see why it would be fun to host a party of your own? I know your friends would love the experience as much as you did."
- **Don't leave without a date.** Even if it's only a tentative date. Do your job while you're at work — going over the details while you're there with your potential new host will save you a lot of time and energy later on.



WARNING In this business, the general rule is, *It's not a booking until it's dated.* When people say they'll book without setting a date, it creates a false sense of security. You may think you have six or seven bookings, but unless they're scheduled on the calendar, they're meaningless.

- **Set bonus booking dates.** This encourages people to book to receive an extra gift from you. Your *bonus booking dates* are always your two closest dates. You don't have to offer gifts for booking other nights because your company's host program is usually rewarding enough.

- **Play booking games.** I've never been a fan of games, but I've played booking games if my calendar was lower than I needed it to be. For some people, a game makes it easier to incorporate the booking talk into their party script. There are a variety of different booking games — some are during the party, some are before the booking talk, and sometimes your booking talk is incorporated into the game. Some companies encourage a particular game, or leaders will recommend one that they find is successful. If your leader has found success with a particular game and you feel more comfortable incorporating it, go for it!

  The studies I've conducted throughout the years show that about half of the participants like games at parties and half don't. So, decide what works best for you. If you're going to do a game, make sure it gets the results you want — in other words, it should bring in bookings.



REMEMBER Don't give away something for nothing. An example of a booking game would be having a customer choose a box for a prize. And to receive that prize, they have to complete the action on the card — which is book a party, of course. Whatever you do, keep it simple and short.

- **Know your dates.** Know the dates you want to work and offer those dates, and only those dates, to your clients. Don't leave things open-ended. Ask them, "Would you like Friday the 14th or Tuesday the 18th?"

Overcoming Common Objections

Choosing the most compelling words and knowing when to use them is a must for overcoming common objections and keeping your calendar full. Here are some common objections and ways you can conquer them.

"Let me check with my friends first"

This is the most common objection to booking a party. What they're really saying is, "I don't want to pick a night that no one will come." This is people's greatest fear. Nobody wants to host a party where no one shows up. But the reality of it is, they can't check with their friends without a date.

In response to this objection, say something like this:

> "I totally get where you're coming from — but I have to be honest; if you go to your friends with an uncommitted question, you're going to get an uncommitted answer. Like, hey you guys do you want to come to a jewelry party? And they will say when is it? And you'll say, well, I don't know. If you give them a date, like the 21st, they'll say yes or no.
>
> "And Amy, if too many people can't come that day, we can definitely move it. So why don't we go ahead and select the 21st as the option you offer your friends?"

For an online event, say the following:

> "Let's just pick a date and post videos because people can check it out and then watch the videos for over a three-to-five-day period and shop at their own convenience. This usually works for most people."

"My friends are partied out"

This is a very positive hesitation because it means that the prospective host and their friends are receptive to home party shopping, and they love to do this kind of entertaining. In response to this objection, say something like this:

> "Great! It sounds like your friends love this type of entertainment. Maybe I could do something special at your event." Or: "We're fairly new in this area, and most people haven't been to a ___ event yet." Or: "Let's date your party as soon as possible before someone in the neighborhood books something else."

For an online event, try to use simple word choices like this:

> "We've heard this a lot for online events because everyone has heard of someone having a Facebook party. I'm sure your friends would love to gather for a unique shopping experience. I promise to keep it short, fun, and engaging."

"My house isn't big enough"

You may get this response if the home where the current party is being held is quite large. Your prospect may feel inadequate, so make them feel like what they have to offer is exactly what you want.

> "It doesn't take much space, Mary. I can adapt to whatever setting you have. And I have found that when you're having a great time with friends, no place is too small. Plus it makes the party intimate and cozy!"

For an online event, say this:

> "Of course, offering an online event is the perfect response to this question."

"I don't have any time — I'm too busy"

The first response would be to help them weed through the busyness in their head. You may want to make a little small talk to find out what your prospect is "too busy" doing. For example, perhaps they normally work part time and for the next week or so are putting in full-time (or overtime) hours and, therefore, are feeling overwhelmed. If they know they don't have a date for this immediate week, they may be more receptive to the following:

> "I'd love to have you as a host. Busy people actually make the best hosts because they get things done, are more organized, and typically know more people. But don't worry, I'll do the majority of the work. All I ask is that you get a few of your friends together to have a good time. And honestly, it takes no more time than the time you spent here this evening."

For an online event, use this type of response:

> "That's what so great about an online event. People can check it out at their convenience, you won't have to get your home ready, and they won't have to leave their home either."

Finding New Business

New business is everywhere. You can connect with new people, expand your network, find referrals, and obtain host and recruiting leads in many different places. This section offers some more ideas on drumming up new business.

Using your social network for referrals

The first step to finding new business is to use your social network. Reach out and ask who people in your network know in that area.

Don't be afraid to ask for help and referrals. Be sure to use your booking lead notebook (see the section, "Building your booking lead notebook," earlier in this chapter). As soon as someone gives you a referral or a lead, put it in the notebook.



TIP I've found the best way to build a business is to use five simple words: *Who do you know who?* As in, "Who do you know who might like this product?" I built not only my direct sales business on this model but my speaking career as well.

Another strategy is to offer a referral gift. If someone that person knows books a party or joins the business because of their referral, I'd always be sure to give them a special gift to thank them.

When you're reaching out to your referrals, always be sure to mention who referred you to them:

> "Hi, Mary. We have a mutual friend, Kathy, and she gave me your number. I've recently relocated here, and Kathy thought you'd be interested in helping me establish myself in this new area. Kathy was very confident that you'd love our products."

Use my tips on how to secure a booking in the section, "Securing Bookings or Appointments," earlier in this chapter.

Getting leads from leads

If your leads seem hesitant, let them know that you appreciate their time and that you understand this isn't the best time right now for them to host an event for you. But before you finish the conversation, ask who they know who might be interested in hosting an event or who might really love the product.



REMEMBER Always ask for leads from leads.

Let people know that you're looking to build a team and a business in that area, so if they have anyone in mind who might be interested,

you'd love an introduction. I've found that the third-party approach really works best, especially in the areas of recruiting (see Chapter 18 for more on recruiting).

Continue to follow this trail of *who do you know who* and work on this daily.

Going where your customers are

Another great way to find new business is to frequent places where your clients would most likely be. You can find customers in the following places:

- **Salons:** Salon owners and hair stylists are amazing resources. They know a lot of people and have close relationships with most of their regular clients. I used to own a couple of Curves franchises, and I was opening one in an area where I knew no one. When I drove to the town, my first stop was at the hair salon. I introduced myself, let the owner know I was opening a Curves, and asked if they knew an amazing person who could run and manage the facility. She immediately gave me the number of three people. And the best part about these three leads? It only took me 15 minutes. So, always ask *who do they know who* might be interested in hosting an event. And I did end up hiring one of those three!

  You can also that suggest the hair salon have an event or pop-up. Use your best booking talk and share how fun the event could be for the salon's guests and clients. If they hesitate, as a last-case scenario, ask if you can at least leave behind some of your catalogs for the lobby.

  I had a very good friend who had an established direct sales business but needed to suddenly relocate. As soon as she moved, she began going to get her nails done and her hair cut every two weeks at a different place each time, just so she could meet new people. Her goal was to reestablish herself through

this chain of engagement.



- REMEMBER**Online groups:** On social media, you can become a member of many types of groups. Find the ones that you can be active in whose members might enjoy your product.
- **Gyms:** Talk to local gyms, and ask if you can set up a pop-up or table and pass out information.
- **Play groups:** Depending on the age of your kids, look for local play groups to be a part of. This is a great way to make new friends and find potential hosts, customers, and recruits.
- **Networking groups:** Networking groups are a great way to establish yourself as a business owner in your local community. People in networking groups are also always willing to share leads and referrals.
- **Clubs:** Clubs like book clubs, running clubs, and so on are other great places to meet customers.
- **Local restaurants:** Eat at local restaurants and let them know you have a new business in the area. Develop relationships. If you become a frequent customer, they'll be more likely to help you as well.
- **Malls:** Even though malls aren't what they used to be, they're still a way to meet customers. When building my business, I went to the mall with a small tote bag, equipped with my show-on-the-go. I always made sure that I looked professional and presentable. I went into stores, and when asked if I needed help, I told them that I needed an outfit for things like a convention, business meeting, or gala. I always made sure my answer had to do with my business. Naturally, trying to get a sale, they probed for more information, which gave me an opportunity to let them know what I did. I mentioned I was looking to develop my business in that area and asked if they

knew anyone who might be interested.

Often, the salesperson wanted more information on the hosting or business opportunity. I then asked when their break was and whether they'd meet me in the food court to grab something to drink. I then talked about my three Ps: products, profits, and programs (see Chapter 3). I laid out a couple of product samples, a host packet, and a recruiting packet.

- **Places of worship:** Often, groups at places of worship are more like a community and are more eager to help, especially if you've gone to the place of worship for a while and have started to build relationships. If you're new to an area, finding a new place of worship is often a really good place to start. After you've gone several times, you'll begin to make new relationships and bonds.
- **School:** If you have children, school can be a great way to meet other parents and teachers. See how you can get involved at school and build friendships with some of the other parents.
- **Real estate agents:** If you're looking for new business because you've moved, ask the agent who sold you your house if they're interested in helping launch your business or know of anyone who might be interested. Because agents are salespeople too working off commission, they also usually know of the best networking groups in the city. Be sure to ask them for leads and groups you can join.



TIP If you've recently moved and want to locate business after relocating, check out the Cheat Sheet at www.dummies.com, search for Direct Selling Cheat Sheet, and discover ways you can find business after you move.



TIP In today's busy world, with all the technology available at your fingertips, you have the opportunity to mix tried-and-true strategies with social media to find quality leads that will grow and sustain your business.



REMEMBER You can't build a business overnight. Take it one day at a time and stay positive. Use the third-party approach of *who do you know who*. People are more likely to refer someone instead of feeling the pressure of making a decision themselves. But if you follow my training and deliver your commercials with passion and enthusiasm, most times they'll recommend *themselves*.

Chapter 14

Coaching Your Host

IN THIS CHAPTER

- **Understanding the key role hosts play in your business**
- **Figuring out why hosts do what they do**
- **Coaching on attendance**
- **Maintaining excitement and engagement**
- **Keeping your host informed**
- **Coaching online**

Doing events with hosts has been a popular way to do business for the Party Plan, or Social Selling, model for many years. Due to the increase of online events, many in the Network Marketing model are seeing great benefits in doing these types of events. They allow you to see more than one person at a time to promote your products.

When you want to reach new people with your products, services, and opportunities, the most efficient way is to do an event (also sometimes called a *party*, *show, workshop, class, herbal hours,* or *trunk show*). When people host your event, whether in their home, workplace, or service establishment, they're lending their excitement and circle of friends to you in person or online. That means they become your business partner for the evening. The company usually gives them rewards for taking the time and introducing the product line to a new group of people. Some reps whose company doesn't have a sponsored program may choose a gift of their own.

To help your hosts have a successful event, you need to make sure they remain excited, engaged, and informed. You don't have to spend a *lot* of time coaching your host, but if they're engaged and excited about the event, you can create a win-win-win situation for everyone: the guests, the host, and you.



REMEMBER A host who has a great experience with you is your best prospective team member. They like the sales method, are enthusiastic about the products, and most importantly, like you.

Network Marketers will often have events at a host's home to introduce and educate the guests on the benefits of the products. They use this format to build customers and/or add new team members.

This chapter shares ways that you can coach your hosts in a number of areas so both you and the host have a successful event.

Understanding the Host's Motivation — Keep Everything Simple

The main reason people book events today is to have fun and provide an enjoyable shopping experience for their friends. If guests are having fun, they'll be more likely to book an event, and if you mention, "When you have your party or event, your friends will appreciate it, and I'll make sure they all have a fun time," you're more likely to pique someone's interest.



TIP Hosts like free and discounted products, but they want to make sure their guests have benefits as well. Ensure that your host knows what the customer specials are for that month so they can create excitement when inviting guests.

No matter the host's motivation, though, the most important thing to remember is to keep the process simple. Simplify the process as much as possible while still giving them tips on how to be engaged with their guests.

In all my years of experience and my participation in many parties,

surveys, and focus groups, I've been able to gather valuable information that will help you understand why someone would host with you and what does and doesn't motivate them. In the past few years I've interviewed groups of independent representatives on what their greatest challenge was with their business. They often quickly respond with, "I can't get bookings." Then they amend their answer: "Actually, I get them booked, but I can't get them to hold."

I asked a number of hosts why they would book a party and then cancel. Here's a typical answer:

> "When I booked it, I was at my friend's, and we were having a lot of fun and the rep said it would be easy and fun and my friends would love it. I thought, *Okay, I'll do it.* The next day the rep called and told me I needed to make a list of 40 people. I needed to work on five outside orders. If someone can't come, try to get them to book for an advanced booking. The rep wanted me to make a list of everything I wanted to make sure we got enough people there in order for me to get everything I wanted. I decided then it was just too much work. I was having the party for a fun time with my friends, not just so I could get free stuff."

In today's world, when I interview hosts for online events, their common complaint is that they have to be on for five days and have to comment on every post, which seems anything but simple. Simplify for them by telling them to over-invite, encourage the guests to bring a friend, and plan on having a fun time. We discuss this more throughout this chapter.

Coaching on Attendance

Getting a booking is great, but of course it's just the beginning. Most of the work happens after you get the booking, and a good part of that work is helping the host understand what they should do to have a successful event.



WARNING Regardless of how simple the process is, if you don't talk to your host between the time you booked and the time of the event, attendance will be low, and there will be few, if any, orders from those individuals who weren't able to attend.

Keep the following in mind when coaching on attendance to boost attendance:

- **In order to make the event fun, remember, *the more the merrier*.** To help the host succeed with inviting friends, give the host a few things they can say, for example scripts about what's in store for the guests. That way, when they're inviting friends, the host will feel good about telling them what's in it for them.
- **Encourage your host to not only think of their own friends, but also friends of those friends.** You can say, "Hey, Carol, you should ask Debbie to come with you." This makes people feel special, gives them an idea to act on, and will likely increase attendance.
- **Give samples of texts the host can send to friends.** Include information about when the host should send them. For example:
    - **The day after booking:** "Hey everyone! Save the date for a great girls' night in. Jewelry party at my house on Thursday, April 17!"
    - **One week before the event:** "I'm looking forward to seeing you next week at my event! Don't forget, you can bring a friend."
    - **The day before or the day of the event:** "Don't forget! Tonight is our fun night for socializing and shopping! Hope to see you there."



WARNING Tell the host to text friends one at a time. They can use the copy and paste feature on their

phone to easily send these texts in individual messages. Sending a group text or a group Facebook message is a sure turn-off because potential guests will undoubtedly get multiple replies meant solely for the host. Group texts also make guests feel like the host only cares about the quantity of guests and not necessarily who is there.

In addition to helping get great attendance, coach the host on how to get additional orders — orders from those people who aren't able to attend the event. This can include coworkers or out-of-state friends and relatives. Your host can send non-attendees a link to your online catalog and personal website. These additional orders can be your connection to repeat customers, new bookings, or new team members.

The easiest way to accomplish this is for you to run an online event alongside your in-person event. This allows the host to invite people who can't make it because of logistics or prior commitments. It also allows any guests who weren't able to make it at the last minute a place to learn more and shop.

Keeping Your Host Excited, Engaged, and Informed

The more excited your host is, the more your host's guests will be excited, and the better the attendance will be. The more engaged your host becomes, the more motivated they'll be to make the party a success. The more information your host has, the more they can prepare and the more they feel included in the process. The following sections delve deeper into how you can accomplish these three things.

Keeping your host excited

Building excitement for your host is important. Why? Because excitement is contagious. If you're excited, your host will be excited, and the guests will be excited.

Here are some examples of what to say to your host:

"I can't wait to meet your friends!"

"Your friends are going to love you for creating a fun and unique

shopping experience."

"There's nothing better than spending time with your friends and shopping for amazing products, not to mention the great deals!"

Give your host some examples of what they can say to their friends:

"This is going to be so much fun; you're going to love it."

"Carrie, you won't believe the quality of these products. I just know you'll fall in love with the mascara and lip stain. I thought of you!"

"I'm having everyone over for a spa afternoon! I think it's about time we all get pampered."

"Jewelry boutique at my house! You're going to love this collection, and it's really affordable."

"I'm having a food tasting at my house tonight! We're going to learn how to make quick, easy, and delicious meals in less than 15 minutes. The company has some amazing deals happening this month that I just knew you wouldn't want to pass up."

Keeping your host engaged

To engage your host, encourage them to do things like post and create an event on Facebook, bring catalogs to work, collect outside orders, and send reminder texts. By giving them a few simple responsibilities, they'll work with you to create a successful event.



TIP For online events, give your host ideas on how to comment and respond to your posts.

Make sure they're excited about the event and are promoting it to their friends. Let them know there will be fun games or drawings to create excitement for their guests.

Keeping your host informed

The number one complaint I hear from hosts is "I booked the event and I didn't hear from the consultant until the day before or the day of the event." By discussing with the host things like what time you'll be arriving or what area of the home you can set up in, you can ease their

nerves throughout this process. For online events, communicate what day … start and what posts … comment on, and ask them to share what their favorite products are in the collection.

The following lays out tips that help you with your host-coaching communications. Don't spend a lot of time on any one of these things, but instead focus on reaching out and connecting with your host multiple times. These timelines are guidelines and are based on someone booking three to four weeks in advance. If someone books within a week of meeting them, you need to condense these timelines.

The day you book your host

If your booking is from a prior party, your host will already know a bit about what to expect during the event. You'll also want to have information on hand to give to your host. You can say something like this:

> "Take this home, look it over, and start inviting your friends. I'll be making a Facebook Event for you, so make sure you add me to your Facebook friends so I can invite you to it. After we do that, you'll be able to start inviting your friends to the Event page as well."

Include the text messaging scripts in your information and encourage your host to send a *Save the Date* text right away.

The day after you book the event

Making contact with your host the day after you book the event is critical. It begins creating excitement and shows that you take your business seriously. Here's an example of quick email you can send:

> Dear Carrie,
>
> Thank you so much for booking your event on ___ , ___ (day, date). We're going to have a fantastic time. Read through the host packet, and I will be connecting with you in a couple of days. If you haven't started making your guest list, get started working on that. Also be sure to remind your guests to bring a friend — this will help with attendance. I want this to be a wonderful experience for you and your friends.

If you're texting, you can shorten it:

> Thank you so much for booking your event on ____ , ____ (day, date). I'm looking forward to it! Don't forget to send out a friendly text to your friends telling them to save the date.☺

This contact time is quick, and the goal is to be professional and build confidence.

Three to five days later — The first phone call/Zoom

Make this contact within three to five days after the host books. Say something like this:

> "Hey, Carrie, I want to talk to you about your event. It won't take more than a few minutes. I just wanted to see if you had any questions after going through the information I gave you. We can jump on Zoom if you'd like."

This is the time to go over a few details. Remember, make this contact short and sweet, so your host isn't overwhelmed with too much information. It should only take a few minutes. The key thing you want to focus on during this call/Zoom is inviting people.

You can also mention all the fun things you have in store for the guests. You should have put some information in the host packet about joining the business. Ask if they had a chance to look at it and if that's something they'd ever consider doing. If the host replies no, tell them to feel free to pass the info on to a friend. If they reply yes or they begin to ask questions, proceed from there. (See Chapter 18 for more on attracting new team members.)

Sending the invitations seven to ten days before the event

Most people use some form of electronic invitation, like email, texting, or instant messaging to send invitations. Ask your host if they want anyone who isn't tech savvy to receive an invitation or catalog.

Remind them that a personal invite from the host will generate more interest than just posting or blasting the information to a large group of people. The invitee will be able to gauge the host's excitement through a personal invite.

Making the booster call about five days prior to the event

This contact happens about five days prior to the event. A host may start to question themselves about why they said yes to having an

event. They may begin to doubt themself or feel nervous, especially if they only have a few people coming. The *booster call* encourages and reminds the host that you're there to help. You might suggest that the host send out a text reminder to their guests and encourage them to bring a friend.



REMEMBER Your job is to boost them up, make them feel good about having the event, and keep them excited.

During this call, you also go over the logistics — your arrival time, whether the host needs to provide anything, and so on.

The day of the event

On the day of the event, call to confirm the directions. Even with a GPS, bridge and road construction projects have a way of popping up when you least expect. I also like to use this call to get the host pumped up for the event again. Sometimes what happens between the booster call (five days prior) and now is that they originally only had 4 people coming, but now they have 15! Confirming that number is important. You need to make sure you have enough catalogs and other materials ready to go.



TIP Arrive early with enough time to set up everything. A half-hour is the optimal time, allowing you time to set up, have a chat with your host, and be ready by the time people arrive so you look professional. Arriving early also helps you avoid rushing around at the last minute. During this time the host will often ask you more questions about the business opportunity.

You want to be poised and able to meet and greet the guests. Tell each guest that you're happy they came. Ask each one if they're familiar with the products and the company. Make sure your interactions are enthusiastic and sincere.

At the end of the event — closing

Closing your event is the process of officially ending the time you can receive orders for a particular host's event. When you close the event

may depend on your host. Some want to close the event at the end of the evening, but usually the host wants to keep the event *open* for a few days, especially if you're running an online event alongside it.



REMEMBER Regardless of when you close the event, make sure you let the host know where they stand. Tell your host what the sales are and what they've earned so far. Communicate how far away they are from the next level of host rewards and how little effort it would take to get additional specials, free credit, or half-priced items.

Immediately after

A gesture that goes a long way is to mail your host a handwritten note after the event. Be sure to include a magnet (some companies offer this) or your business card with a reminder for reorders. Tell your host that it was a pleasure meeting their friends and that you had a wonderful time.

Another good idea is to type up a generic letter and put it in with the thank-you note. This letter will be all about the logistics. It should say something along these lines:

> Thank you so much for having the event. You still have time to get another booking (if your company has a booking bonus program). You and your guests should receive your orders in about __ business days. Please reach out with any questions you might have!

Two weeks after the event

Make a follow-up call to ask your host if the products arrived, if they're enjoying them, and how the guests like them. Also ask your host if they've heard any feedback. The guests may feel more comfortable telling the host about something that they might not tell you.

If the host shares some feedback, you can follow up with the guests and let them know you heard that they loved a specific product. You may get more orders this way (if any of the guests or the host has run out of the product or wants to know the current month's specials), and you might even be able to pick up a booking or two. (If you know that the product hasn't arrived yet, adjust the follow-up call date slightly, but

keep it within a two-week period.)



REMEMBER The follow-up call demonstrates that you're conscientious and friendly and reminds not only the host but also the guests that you're a professional independent representative who cares about them. If they haven't joined your online customer community, this is a great time to remind them to do so.

Coaching Hosts Online

Host coaching online happens when your event is conducted on an online platform, for example, a Facebook Event (Chapter 10 covers these types of online events in detail). You coach your host in pretty much the same manner as an in-person event, although most of your contact will be via email, text, or Facebook messages.

Choosing which friends to invite and knowing how to invite them are two big considerations that this section discusses.

Inviting with intention

You want the host to invite the friends and family they know will attend. You don't want your hosts to invite all 467 of their Facebook friends. That's way too many, and it's not personal when everyone is getting the same pop-up on their computer.



TIP A general rule is to stick to around 50 friends.

Being personal in your invitations

Regardless of how the event will be set up, everyone the host is inviting should receive a personal message from the host. You can help your host type up something like this:

> "Hi, Maureen. I'm having an online event on ___ (day, date), and I'd love for you to attend. We're

going to ____ and _____ (list a couple of fun things that will happen). I really hope you can join us."



REMEMBER *Don't* send this as a group message. A group message to 50 people will turn into an annoying disaster when people begin replying. You can copy and paste the same message to individual text messages.



TIP Have your host gather as many phone numbers as possible. That way they can also follow up with phone calls or texts. And get an address for where to send the thank-you note to the host. You can treat this as an in-person event, but just remember that a lot of your conversation with your host may be online.

Chapter 15

Hosting Successful In-Person and Online Events

IN THIS CHAPTER

- **Exploring the six key elements of a successful event**
- **Giving your talks at events with scripting examples**
- **Building desire for products, hosting, and the opportunity**

In my many years of experience in direct sales, I've participated in thousands of in-person events and had the privilege of being a part of several surveys and focus groups. In that time, I've discovered why people want to host and attend in-person events and the best ways to go about doing so. Since the explosion of online events, I've spent countless hours interviewing some of the most successful people and participating in hundreds of online events to observe best practices. This chapter contains my distilled wisdom on this important topic.

Contrary to what some may think, prior to COVID the in-person event was alive and well. In a busy and stressed-out world, an in-person event is a good opportunity for people to get together, socialize, and have a fun and unique shopping experience.

With all the new unique online platforms and the ability to do business from anywhere without leaving your home, the online event has become a preferred way of doing business for many (the online event was a lifesaver when many pandemic restrictions were still in place). As things have opened, people crave the social aspect of an in-person event; at the same time the host can have an online event running simultaneously. Most in the industry refer to this as a *hybrid* event. This way, the host can invite friends and family who don't live nearby and give them an opportunity to participate.

Except for your launch party, when you're doing an event (also known

as a *show, workshop, class, herbal hour, trunk show,* and so on, depending on your company), you typically need someone else to host this event. Whether online, in their home or workplace, or in another type of service establishment, these people are usually referred to as the host. *Hosts* are individuals who are willing to invite a group of people to see or experience your products.

Your host can be regarded as your business partner for the evening. The company generally gives them some type of reward for taking the time to introduce the product line or business opportunity to a new group of people. This relationship is important, and it's therefore a must that you treat your hosts with professionalism and kindness. It's also important to understand why someone would choose to have an event with you.

Understanding the Appeal of In-Person and Online Events

Why do people say they want an in-person event? The three main reasons people decide to host an event are as follows:

- **They want to have fun.** They want to socialize. They enjoy getting something to eat and drink, and they want to catch up with those they care about. They like to be entertained and educated at the same time.
- **They want to bring value to their friends.** People like to help their own friends, and most people say they would host an event so that their friends can have a good time, learn about the products, have a unique shopping experience, and possibly get some great specials.
- **They want free and discounted products.** People enjoy free, of course. But they also say they don't want to have the event at the expense of their friends. They really want to enjoy the free and discounted products *without* the emphasis placed on what they are going to get free or the fact that they are having the event in order to get free products.

  They'd rather get highlights of the benefits and features of the most popular items and then get to the

shopping experience. They don't want to be lectured the entire time. They want to participate, to interact in the experience. They want to be serviced or assisted in their shopping experience, and they expect reps to be experienced and professional in the way they conduct themselves. They also want your presentation to be short, no more than 20 to 25 minutes in length.

The newest type of event is sharing an experience, like making something or doing a project. It could be a decorative item for your home or a gift. Another example is having everyone pre-purchase a charcuterie board and learn how to assemble a beautiful presentation.



REMEMBER Whatever you can do to involve the guests is going to be a hit.

When you're talking with the guests about booking an event, focus on the things that appeal to your potential host and can say something like this:

> "Haven't you had fun tonight? We're going to have this much fun with your friends. They're going to appreciate you for introducing them to these fabulous products, and we'll have some great customer specials for them. As a thank you, you'll get to experience free and discounted products, as well."

Focusing on What You Want from Events

Even though your host and their friends are focused on having a good time, you need to set goals so that you can measure the success of your event. Your goal at the event is to build your business. Strive for the following for your event to be successful, including the following:

- **Generating sales:** Strive for average to above average sales.
- **Securing bookings:** Two to three bookings is ideal.
- **Finding recruit leads:** Have two to three people request information about the opportunity.

A BRIEF HISTORY OF HOME PARTIES

In the early days of Tupperware, the product wasn't very successful sitting on the shelf of a retail store. It needed some show and tell. However, after the product was part of a demonstration, it started selling like crazy — and thus began the popularity of the home party, or show.

Back in the 1950s, '60s, and '70s, the home party was all about socializing. It was a way for a housewife to get out of the house for a fun time with her friends and neighbors — and to see what the hostess would serve for dessert. And because most of the women didn't have jobs or independent income, the idea of getting products for free was appealing. In a nutshell, they enjoyed visiting with their friends, seeing the products, and shopping.

In the '80s, '90s, and early 2000s, the home party focused more on education, now referred to as *edutainment,* and learning more about the products. The increase in the number of products distributed by direct sales was amazing. You could get almost anything you wanted, whether it was for your home, your health and beauty, or your wardrobe. This was a time when people still wanted to socialize but were very interested in getting things for themselves at a good discount.

Home parties were very popular. The presentations grew longer, and hosts (yes, more-inclusive language took hold) were encouraged to go light on refreshments. The reps didn't want the parties to be too much work for them. Hosts wanted to be the first in their circle of friends to introduce a new company and its products.

From 2000 to 2015, home parties came full circle. With the hustle and bustle of life, friends rarely got to catch up with one another. They wanted the experience of mingling with each other as well as the feasibility of shopping in one location. Home parties gave them both.

Just before 2015, online parties started to be a popular way of doing business. Many people, especially if they weren't tech savvy, still preferred the event in the home. In 2020, the pandemic forced everyone who wanted to continue in business to move to an online platform, and many people had great success. The fact that no one needed to leave their home to attend or participate made it easy. As things began to open back up in the summer of 2021, some people who did return to doing in home events had greater sales than they had ever

had before because people were excited to get together and have a great shopping experience. The lesson is, by being flexible and willing to adjust to work with what you have, your business can always be successful. People will have the choice of doing in-person events, online events, or hybrid events.

Whether it be an in-person or online event, six key elements are essential, and the rest of this chapter covers these in detail:

- Creating desire with the meet and greet
- Giving your opening talk
- Sharing your products
- Giving your booking talk
- Giving your recruiting talk
- Checking out customers

Creating Desire with the Meet and Greet

Your true objective at an event is to *create desire*. If you create desire for the product, you'll get sales. If you create desire for hosting, you'll get bookings. And if you make your job desirable, you'll get recruit leads.



TIP No matter if the event is in person or online, focus on your host — the most important person in the room. Everything is riding on the host. If they're having a good time and they know their friends are having a good time, they'll be able to drive sales, help get bookings, and suggest one or two people who would love the opportunity to host an event.



TIP If guests haven't been to an event before (either in person or

online), they came because their friends invited them and because they have some interest in the product. If they've been to the same type of event multiple times, they came again not only because they enjoy the product, but because they also love the experience. That's the main reason for anyone deciding to try your business.

Your meet and greet should engage people and pull them in. It also develops a relationship and likeability. It should make them say to themselves, "She's really nice" or "I think this is going to be a lot of fun." If they think you're nice, they'll like you. And if they like you, they're more likely to introduce you to their group of friends.



REMEMBER People do business with people they *know, like,* and *trust*.

Here I identify some ways you can create desire at in-person and online events.

Making a strong impression in person

For an in-person event, creating desire starts right at the beginning. The fun begins the minute the guests walk in the door, so it's extremely important for you to have your entire display and all your paperwork set up and ready to go before the first doorbell rings. You're creating the fun environment, so meet and greet your host's guests. Don't miss this part of the event because it will set the tone for the rest of evening. Let your host focus on entertaining.

When the guests are mingling is the perfect time for you to walk around and get to know everyone. Tell them what they can expect from the evening and find out their experience with the product.

As you approach people, make good eye contact and smile. A conversation like the following will work for any type of event:

You: Hi my name is Maria, and you are?

Melissa: I'm Melissa.

You: Melissa, is this your first time at a spa party?

Melissa: Yes, I've never been to one before.

You: Well, thank you so much for coming. Tonight we're going to

pamper you, and I can't wait to show you our all-natural spa and bath products. How does that sound?

Melissa: Sounds great!

You: We're going to start shortly. Feel free to take a peek at the table.

If they have been to an event before, you could say something like this:

You: Well, Melissa, you'll be happy to know we've just launched our new catalog and have some amazing new products. I have them with me tonight, and you'll be one of the first to preview them. I know you're going to love it.

Melissa: Okay, great!

Remember to focus on your host. You might also ask Melissa how she knows her.

For an open-house format, you may say something like the following:

> "Hi, Sarah. Is this your first time at a jewelry show? Wonderful! What I would love you to do is start making your way around the table to check out some of these beautiful pieces of jewelry. I suggest going around about three times because it can be hard to see everything the first time. Please feel free to try on anything you want because it will look better on you than it does on the table. I'll be here mingling if you have any questions. How does that sound?"

Engaging when an online event starts

For an online event, you also want to create engagement right from the beginning. There are many ways to do an online event, and one of the most popular spans over a five-day period. The meet and greet begins with posts, the purpose of which is to create engagement. Your posting schedule can look like this:

- **Post 1:** "I'm Belinda and I'm from Michigan. Tell me where you're from!"
- **Post 2:** "Tell me how you know the host and where did you

meet?"

- **Post 3:** "Have you ever been to an event before (either in person or online)?"
- **Post 4:** "Do you own any of our products and, if so, what is your favorite?"
- **Post 5:** A video of you explaining what to expect over the next few days (this is your opening, which I discuss in the next section).

With a five-day event, you want the first two days to be the meet and greet as well as your opening. You also want to consider hosting multiple short (60 to 90 seconds) product videos, which helps increase orders, as well as attendance, to the live portion of your event.

Giving Your Opening Talk

The *opening talk* is one of the most significant and important parts of having a successful event. It's where you create first impressions and you have the guests' full and undivided attention.

Your opening shouldn't take very long — only a few minutes. You're giving the guests an overview of the evening or next several days and telling them what to expect and what's in it for them.



REMEMBER Your opening should really pack a punch. You need to know exactly what you're going to say. If there's one part of your script that you want to memorize, this is it. Of course, you want to be comfortable with your material and your authentic self, but you really want to be sure of the opening.

Eventually when you start sharing the products, you want your guests to engage, laugh, and make comments — but now is when you want them to pay attention and say to themselves, "Wow, I'm glad I'm here. This is going to be a lot of fun!"

The opening talk is a transition from people mingling to actually talking about the products. Here you have their undivided attention and you want to cover the three things you have to offer: great products, the opportunity to host, and a business opportunity.

Developing a powerful opening talk

Here are some tips for developing a powerful opening:

- **Practice your name.** Practice saying your name before the event. You want to sound confident when you're introducing yourself.
- **Give positive affirmation.** Depending on your product line, you may say things like, "You're in for a real treat," or "You're going to be so glad you came," or "We're going to have so much fun tonight." This sets the tone for how your guests are going to enjoy the rest of the night.
- **Share what you're going to do for them.** Punch it with at least three things they're going to learn, such as
    - "I'm going to show you how to make simple, easy meals in under 30 minutes."
    - "I'm going to show you how you can create meals your entire family will love."
    - "I'm going to help cut your grocery list in half with these four ingredient recipes."

  You can also mention how the party will run — that you'll be doing a short presentation, passing out catalogs, and then assisting them one-on-one during the checkout process.
- **Plant booking seeds.** Bookings are among the most valuable things you can get from your events. You'll give your booking talk a little later, but in your intro you can start planting seeds like this:

  "Having an event is so much fun, and I hope you will think about how much fun your friends will have in your own home."



TIP You don't need to go into too much detail

here, just plant a seed and create the desire. Be sure to plant seeds five times throughout your entire presentation.

- **Plant recruiting seeds.** The three most important services you can offer are shopping as a customer, saving as a host, and earning as a representative. Make sure that you plant these seeds at the beginning of the party as well so they can consider them throughout the rest of the night. Again, don't go into too much detail here, just paint a picture of what additional income could look like for them and their family.
- **Thank the host.** You always want to acknowledge and thank the host for having you in their home as well as thank the guests for coming.

Knowing what not to do

When you know exactly what you're going to say, you come off as confident. But if you don't know and haven't taken the time to memorize, you tend to make mistakes, give misinformation, and can even forget to thank your host. You come off nervous and unprepared.

When men are nervous or haven't thought about what they want to say, they have a tendency to clear their throats and stammer:

> "Uh, yeah, uh, my name is Bob, and, uh, thanks, Tom, for having me here tonight, uh … ."

That probably won't go over very well with your guests.

Nervous or unprepared women often add a high pitch to the end of their phrases, almost sing-song. I like to call it *winging it:*

> "Hi, my name is Ashley … I will be doing the party … I want to thank Chelsea … for having the party … and *wing, wing, wing."*

Here's another way that people waste this precious real estate of time, by saying something like this:

> "Hi, I'm Michelle and I would like to begin by telling you a little bit about the company," or, "Hi, I'm

Michelle and I want to begin by telling you a little bit about myself."

In the opening, you want to grab their attention with something about *them.*

Example opening talk for an in-person event

Your opening talk may sound something like this, which you can modify for any type of event:

"Hi, my name is Lauren, and I'm going to be doing the event this evening. Quick show of hands, how many of you have been to a (name of your company) jewelry party before?

"Great! You're in for a real treat because I have a wide range of beautiful designer jewelry to share with you this evening. I have a little something for everyone depending on style, personality, and budget. You're going to fall in love with so many of our beautiful pieces and styles that your biggest challenge this evening is going to be what to choose. If you find you're unable to get everything you want tonight, the best way to take care of this is simply by hosting your own event like Sarah is doing here this evening.

"My company and I really appreciate our hosts and we like to treat them to a very generous shopping spree of free and discounted items, as well as a fun night out with their friends.

"As you watch me do the event this evening, you'll see that it's fun and pretty simple. If any one of you is looking for a fun, flexible way to add an extra stream of income, you may want to take a look at what the business has to offer. If you want some information, I'd be more than happy to send it home with you.

"With that, I want to thank Sarah for having me in her home and I want to thank each and every one of you for coming. Now let me introduce you to the wonderful world of ____ (your company)."

Example opening talk for an online event

Here's an example of what you can say for an online event:

"Hi, my name is Lauren, and I'll be running the event over the next several days. Make sure that you answer the post questions so we can all get to know each other a little bit better.

"I'm so glad you're here. You're in for a real treat!

"I have a wide range of beautiful designer jewelry to share with you. I'm going to post short videos of our most popular products and collections. You'll see that we have a little something for everyone, depending on your style, personality, and budget. You're going to fall in love with so many of our beautiful pieces and styles that your biggest challenge will be what to choose. If you find you're unable to get everything you want during this event, the best way to take care of this is simply by hosting your own event like Sarah is doing here.

"We really appreciate our hosts and we like to treat them to a very generous shopping spree of free and discounted items as well as a fun time with their friends."

"As you watch me do the event, you'll see that my job is fun and fairly simple. If any one of you is looking for a fun, flexible way to add an extra stream of income, you may want to take a look at what we have to offer. If you want some information, please comment below or feel free to private message me.

"With that, I want to thank Sarah for hosting this event and each and every one of you for participating. I will share the link for the online catalog and where you can place your orders. I'll be hosting a live portion, sharing more products, and any specials we have … so keep your notifications on! I'll be going live on Wednesday at 7 p.m. EST."

Making Your Presentation

You want your entire product presentation to be short, simple, enthusiastic, and solid. Make sure that it's entertaining and educational at the same time. The following sections can help. You don't want to get too detailed into your product line, and you want to stay away from going into a lot of detail about the history of the company. You could end up losing the guests' attention.

Creating a winning presentation

Here are some tips for putting together a successful presentation:

- **Keep it short.** Keep your presentation to 20 to 25 minutes. To save time, show your products in groupings or sets. Although it appears you're showing one product, in reality you're showing four. Make sure to include your guests in the conversation by asking questions. People like to feel they're included versus being

lectured to.

- **Always show in groupings:** If you show one product, you'll sell one product, so always showcase your products in groupings. For example, if you're a nail rep, when showing the nail wraps, complement them by showing your application kit, mini heater, and hand cream. That way, when people look at buying one item, they associate it with buying three others. Putting groupings together and having a price ready for them is crucial to increasing your party averages. Some people buy what's on the mannequin because they don't have the creativity to put things together. Show items in groupings to provide some creativity.

- **Use testimonials because they sell.** The more stories and testimonials you can use in your event, the better. They show that your products are loved and used by many. If the host already has some products or if there are guests who've attended before, you can ask them to talk about their favorite product. Testimonials are the single most powerful ingredient that prompts people to take action.

- **Benefit selling versus descriptive selling.** *Descriptive selling* explains what the product is without focusing on the benefits. Always share with your customers the benefits of your products. How will they make them feel? How will the products make their lives easier? Show your customers the value they'll receive from your products.



REMEMBER Value also means showing versatility if your products can be used in multiple ways. "No wardrobe is complete without ___. No kitchen is complete without ____."

- **Plant more booking and recruiting seeds.** You need to plant three seeds in your event. For bookings, "This is something you might choose as your half-price item when you host your own event." With recruiting you can share why you started with the company and what your business has done for you and your family. Again, you don't want to go into too much detail. Remember that you want to keep your presentation going at a

smooth pace.

Your presentation is going to primarily focus on the product, sprinkled with some information on booking and recruiting and topped with value. Remember, if people see the product and like it, they're likely to buy it.

Building more desire for the product

You want to build up the product so that anyone listening to you will be compelled to buy. They'll have a desire, a want, and a need. Avoid being descriptive about the products. If you hold up a blue purse, don't describe the color and size. They can obviously see what it looks like. Instead, sell the benefits. Tell what the purse can do for them. How functional is it? Is it perfect to go with their casual wear or for a dress occasion?

Here is an example of how to sell candlesticks. Paint a picture:

> "This next item is our Vintage collection. And it has the bowl with the matching candlesticks. I walked into one of my host's homes the other day and she had our beautiful bowl sitting on the center of her mantelpiece with a gorgeous bouquet of flowers spilling out onto the mantel. On either side she had accented it with our gorgeous matching candlesticks. I have to tell you, it was breathtaking."

You have to share stories.



TIP Make sure that you're using many adjectives instead of just one. One idea is to make a list of all your products and next to them write a descriptive word for each. That way during your presentation you won't use the words *my favorite* or *so awesome* or *special* for every product that you feature.

For an online event, the purpose of sharing several short product videos during the first few days of your event is so that people can get to know the products, which allows you to keep your live portion of the event shorter. In the live portion, you can spend more time talking about collections or bundles, which will increase an individual's order.

That's also where you can share any customer specials. Make sure to let your guests know that you're happy to do a valet service checkout with them if they feel they want some additional help placing their orders.

For example, say something like

> "If you know exactly what you want, you can feel free to go to the link and place your order. But if you have questions or want some help and want to make sure you get the best deal available, you can sign up for our valet service checkout. This takes about ten minutes, and we can do it over the phone or jump on Zoom. I've listed some available times in the chat."

Giving Your Booking Talk

A booking talk is vital to keeping your business going. In Chapter 13 I refer to bookings as being *the heartbeat of your business.* Bookings help you keep your calendar full, help you see more people, and of course, help you get the commission you desire. Here's an example of a strong booking talk.

Choosing what to say

Most consultants either don't have a strong booking talk or they don't practice it. You have to do both. Memorize your script and practice it while looking in your bathroom mirror. Otherwise, you're likely to be all over the place, and it's difficult to get to the point. You need to have a strong booking talk without going into too much detail. Go light on what the host gets and balance it with what her friends get.



REMEMBER The key is to make your events sound fun for their friends as well as easy to host. Speak to the people in the room and not to the current host. Just like with products, the focus is on benefits versus description. You want people to think, *Why on earth wouldn't I want to host an event?*

Here are some things you can work into your booking talk:

- "It's easy to have an event."

- “Your friends are going to love you for having it.”
- “It’s a lot of fun.”
- “I will do most of the work.”
- “As a thank-you from me and the company, hosts get to take advantage of free and discounted products.”
- “Your friends will get to take advantage of our customer specials.”
- “Guests will appreciate learning about our products.”

Here’s an example of an effective booking talk:

> “I’m sure you’ve all had a wonderful time tonight, and possibly you’re not able to get everything that you want this evening. You’re thinking, *Wow, a $100 shopping spree sure sounds nice.* Let me tell you how simple and easy it is, and really, it takes no more than the time you spent here this evening.
>
> “Haven’t you all had fun here tonight? That’s how much fun we’re going to have at your house with your friends. They’re going to love you for having them over for a fun shopping experience.
>
> “I will do most of the work, and all you have to do is get some friends together and have a great night socializing and shopping. So, honestly, why in the world wouldn’t you want to host your own event?
>
> “That’s why I’m encouraging each and every one of you tonight to just say yes, and I’ll work with you on a date that’s suitable for you and your calendar.”

On the flip side, here are two common examples of what I’ve observed people doing — they don’t give the rep the bookings they’ll need for maintaining a successful business:

> “So, if you would like to have a party, please let me know.”
>
> “I’d like to tell you a bit about what Sarah’s doing tonight. As a host, Sarah is going to walk away with a tremendous amount of free product. Let me give you an example of how this works. First of all, she can earn 20 percent of her sales in free product. Now, the average show is about $700 in sales, so that will give her about $140 to spend how she would like. That’s not all. Sarah is also entitled to four half-priced items, which can be anything in our line. Actually, she can also get the hostess bonus. Then for every booking she gets, she will receive this item. With three

bookings, she could get that. That's not all! Hosts also get to take advantage of our host-exclusive products."

The first example doesn't provide the benefits of hosting or create the desire. You're putting the ball completely in their court to make a decision, which probably won't get you a date on your calendar. The second one is overwhelming, gives too much information, and makes being a host sound complicated. You don't want to host coach before you have a host.



REMEMBER If you come out of the gate with confidence and enthusiasm about your business and your products, your guests will mirror that same energy.

Building desire for hosting

The most important thing when creating desire for hosting during your presentation and in your booking talk is that *stories sell.* Also, when you're talking about your product, you can sprinkle in some things about booking. It's planting those seeds again. Here are a few examples:

"This next item is a very popular item in our line, and I tend to give it away free more than any other item."

"I find that more of my hosts select this item with their host credit than any other item in our line."

"This is one of our most popularly chosen half-price selections."

Here's another idea where I'm planting a booking seed even though I'm talking about a product:

"This next item is one of our single most popular items. In fact, I just did a show in the teachers' lounge after school last week, and this item was a huge hit."

I'm talking about the product, but what am I really saying? "I did a show in the teachers' lounge after school" or "I did an office luncheon event." There's an idea. It gives people other options, other than a home, to have an event.

For online events, your booking seeds will be placed in a series of posts over the course of the five-day event. You can make posts using the same examples we used above. During your live portion of the event, you can do a similar booking talk like in the example from the previous section.

In my observation of online events, people have a tremendous amount of energy sharing the products. On a scale of one to ten, an eight or a nine! When talking about bookings, I see the energy drop to about a two. It's more like an afterthought rather than being a part of the event. If you want bookings, you need to be enthusiastic and you have to ask for them. Some people use online games or drawings to maintain high energy and achieve multiple bookings.

Concentrating On the Recruiting Talk

Your recruiting talk is going to be short and sweet. You don't want to push people but rather mention what the business can do for them. If there are any recruiting benefits or specials with your company, you can mention those as well. Here is an example of a recruiting talk:

> "You've seen me do the event tonight and you've been able to see how easy my job is. You're probably thinking that some extra income during the month sure would be great. Well, let me tell you how easy it is to get started with our company."

You can make that brief. Then say:

> "If you want to take a closer look at what we have to offer, for either yourself or someone else, I would be happy to send you home with some information."

To create interest, plant seeds throughout your presentation. Chapter 18 covers recruiting in great detail. The main idea is to show people that your job is easy. You didn't come in with a lot of bags, you didn't spend a lot of time on the presentation, and you're making them feel like your job is also fun.



REMEMBER When people watch your job in action and they start to fall in love with many of the products, they can easily see themselves selling to their friends. Half the people at a party have some level of interest. It's your job to create a safe, relaxed atmosphere where people can show interest without feeling pressure to join.

For online events, I've seen even the best recruiters struggle to get leads during their online events. The main reason is they're not really talking about it at all. They also don't plant seeds throughout the event. In Chapter 18, I introduce the five points of interest during a typical in person event. Present these five points as posts, one every day, throughout the event.

You can't expect everyone to read a post and create the same level of desire as when you talk about it. So make sure you either do a recruiting talk during your live portion or go live at a different time to talk about recruiting during the five-day event. You can say something like

> "Right now, more than ever, people are looking for a fun, flexible way to make extra income. You can see how easy my job is and, by working my business online, I can fit it into the nooks and crannies of my life. The company makes it very easy for you to get started. If you want some more information or you want to take a closer look, please comment below or feel free to private message me."

Finishing a Successful Event

You've done a fabulous presentation, and everybody is engaged and having fun. You've planted some booking and recruiting seeds and are ready to start the closing process. You're far from being done. Remain engaged during the closing. These sections identify what you need to do to make all your hard work pay off.

Make yourself available for your guests

Be present and in the room while your guests are looking at your table

of products and through the catalog. You say something like this:

> "Okay everyone, why don't you come up to the table. You can try out some of the products I talked about this evening, as well as some others I didn't. Don't be afraid to mess the table up!"

Stay by the table to answer questions. This gives you the opportunity to cover more products than what was in your presentation. After the guests start to head back to their seats to check out the catalog, say something like this:

> "Okay, everyone, here is your catalog, and before you begin shopping, I'll let you know this month's specials." (Name them and place flyers around, if you haven't already.) "I'll be walking around to assist with your purchases today so feel free to ask any questions."

Start full-service checkout

When people are ready, begin a full-service checkout. If they don't have their order form filled in, help them do so. Also figure out the best pricing for them if your company offers a customer savings plan. If they already have the order form filled out, go through their products with them to make sure that they have everything they need. Don't focus on the total. Look at the products they ordered. Are they missing any products that would make their experience better? For example, if they have everything to make a pizza but not a pizza cutter, ask if they want to add one to their order.

Although you can easily get excited about the total, it's your responsibility to service your customers to make sure they have everything they need. The more you service your customers and create positive experiences for them, the more they'll continue to do business with you and refer you to others.

A few years ago I was invited to a candle party a friend of mine was hosting. My son, who had just recently moved into his own apartment, asked me to pick up some candles for his new place. I ended up ordering three candleholders for my son, as well as one for my kitchen. My order total came to approximately $168. The representative was very happy and thanked me excitedly.

When my son came over to pick up his order, he opened the bag and said, “These are nice — but where are the candles?” I was so focused on choosing candleholders that I’d forgotten about candles. The rep had missed this detail, because she was too excited about the large order total. If she had made sure that I had everything I needed, she would have noticed — and that would have tacked on an additional $40 to my order.

Provide additional products with upselling

Upselling enhances your relationships with your customers by offering them additional products. This isn’t being pushy but rather making sure they have what they need. After you’ve made sure that their order is complete, you may ask, “Can I help you out with any gift giving needs you might have?”



TIP You also always want to compliment people on their product choices. People want to feel like they made good choices and received good value for their money spent. Doing so puts people in a more positive frame of mind to consider booking a party of their own with you.

After you’ve totaled the order, thank the guest and ask whether they had fun at the event. Ask if they’d consider having their own event with their friends. Then, as a full-service checkout, ask if they’re interested in taking home some information about the business opportunity and what the company has to offer.

Have guests check out online

Having guests order on their own can be challenging for reps because you’ve done this great event and now you are leaving it in the complete control of the customer to place their order. If you aren’t assisting them, it’s difficult to create upselling opportunities. One way to help with this is by creating different bundle posts (several products that complement one another) with the total price included.

Directly asking for the booking or discovering interest in the opportunity is difficult when customers check out online. That’s why offering a valet service checkout, or VIP service checkout, is extremely beneficial. By jumping on the phone or Zoom, you can work one-on-one with your customer, creating any upselling opportunities, as well as offering customer specials. It also allows you to directly ask if they

want to host their own event or if want some additional information about the opportunity.



TIP Some people reach out by direct messaging, calling, or texting each customer to achieve this same result. Some people are using a Facebook portal to provide a video chat experience. Either way, having one-on-one time with your customer is invaluable. You can use some of the same examples in this section but just in the form of messaging or texting. Consider adding something like this: “Feel free to screenshot me your order before you submit. That way, I can make sure you’re getting the best deal possible.” This allows you to then reach out to them via phone or Zoom and complete the process.

Chapter 16

The Power of One-on-One Selling

IN THIS CHAPTER

- Getting the importance of one-on-one selling
- Securing appointments
- Finding the right service for your customers
- Selling one-on-one while out and about

The power of one-on-one selling is ideal for anyone in direct sales — Social Selling, Network Marketing, and Affiliate/Influencer representatives. One-on-one selling is about the customer experience and customer service. One-on-one appointments are commonly used in the Network Marketing industry as a primary means for product sales and recruiting. However, many Social Selling companies are finding that one-on-one appointments are a great option for people who may never consider hosting an event.

Events (refer to Chapter 15) are an ideal way to reach a group of people at one time, especially in the Social Selling model, but one-on-one appointments are another kind of asset in your arsenal. They create a personal shopping experience for your clients.

Just because someone isn't interested in a hosting an event or party doesn't mean they're not interested in your product or your service. For example, I once overheard a conversation between a customer and a rep. The customer mentioned she was interested in purchasing 12 of a particular product that the rep sold. The rep offered her the option of hosting a party in order to earn free and discounted items. She replied that she wasn't interested in having a party because she only wanted to purchase the 12 items. Instead of listening to her, the rep continued to offer the benefits of hosting a party. Eventually, the customer just

walked away.

The rep missed the opportunity for a big sale, failing to understand that even though the customer didn't want to hold a party, she still wanted to make a purchase — just in a different fashion.

One-on-one selling is an excellent way to gain new clients, event hosts, and recruits. It gives you the opportunity to discover your prospects' needs and cater your presentation to offer them a specific solution. Again, this is very commonly done in Network Marketing and Affiliate Marketing.



REMEMBER As a direct seller, offering value to your customers is important. One way to do that is to personalize their experience with you, meeting a need or solving a problem they have, so that they appreciate your effort (see the nearby sidebar for an example). This creates loyalty, excitement, and ultimately, profitability.

CREATE A PERSONAL SHOPPING EXPERIENCE WITH A ONE-ON-ONE

Your one-on-one clients or prospects can become very profitable and sometimes lead to referrals of other people who may have also turned down the idea of a party.

When my son was in college he sold a high-end product line that focused on bedroom linens and decor. Because of the price point of the products and the type of person the product attracted, he found it difficult to find people who wanted to have a home party, plus he was at college!

He found his niche in people who wanted to completely redo their bedrooms. With these potential customers, he'd share the benefits of a one-on-one consultation, rather than the benefits of a home party. He'd bring samples, swatches, and other decorating ideas to show his client. Most of the time he'd enjoy a healthy sale equal to that of a home party. However, by entering the order as a party, he was able to offer his client an amazing deal with free credits and half-priced items. He would show them what it would have been at retail and how much they saved.

Instead of pushing a party or the idea of host credit, he reworked it so that his clients felt like they were getting a personal shopping experience with an amazing deal. His clients were always happy with their experience and often referred someone else who wanted to redo their bedroom or asked him to come design another bedroom or bathroom in their house.

Selling with One-on-One Appointments

Selling through one-on-one appointments is a great way to achieve sales. *One-on-one* is where you offer a personalized service to an individual client. Say, for example, that you sell beauty products. At a one-on-one appointment, you'd sit down with a client to present your makeup line. You could give your client a makeover, give tutorials, and/or update her current makeup selection. Doing online tutorials is a great way to build customers.



REMEMBER Although one-on-one appointments aren't as efficient as selling to a group of people, they nevertheless can be an important profit center for your business. And although it's true that one-on-one appointments don't yield the same total sales as an event, you can get a higher per-person sale because the shopping experience is completely catered to the individual. You can reach a different clientele than you might otherwise service, as well as building your business network.

At an event, you present your products to a group of people, so you don't have much opportunity to discuss only the products that each guest is most interested in, although you can give a brief personalized service as you total the personal orders and offer further services during that final phase of the event. With online events, I refer to this as a *valet service check out,* which can easily be done through Zoom.

During your one-on-one appointments, you explore the precise needs of your client (for example, perhaps they're most interested in your skincare line) and focus on the products that will solve their challenges. You still upsell and show other products that you think may benefit them from the line, but the customized presentation begins with addressing an expressed need or desire (see Chapter 15 for more on

upselling).

This personal experience is the perfect situation for relationship-building, so it also helps set you up for reservicing. When you call to offer other products or refill the existing order, you're already familiar with the customer's priorities (because you'll have made several notes on the customer immediately following the appointment, so that you can remember what you talked about).



TIP Always ask for referrals! Ask your one-on-one clients if they have any friends who would enjoy the same service. You can also ask if they have any friends who would enjoy hosting an event. You can even suggest they host one to share the products with their family and friends.

In Network Marketing, one-on-one appointments focus more on the opportunity than the product. The main goal of one-on-ones in Network Marketing is to sign representatives who are interested in the income potential of building a business. In recent years, the focus has become more on the customer acquisition. So utilize one-on-ones to help a customer determine which products would work best for them. Many companies now have a preferred customer program, which would include autoship in addition to becoming a representative.

Getting One-on-One Appointments

Being ready for business wherever you go is important, and that's especially true when it comes to securing one-on-one appointments. You should be equipped with business cards or promo cards and catalogs at all times, of course. But more importantly, you also need to be upbeat and ready to engage in conversations that can lead to business opportunities. You can personally message people online who have shown interest in your products. These sections identify what you need to do to secure a one-on-one appointment. You can find more specific details in the section, "Holding a one-on-one: The how-to," later in this chapter.

Discover the client's priorities

Engaging in conversations with potential clients is fundamental to your success. During these conversations, the most important thing you'll do

is *find out the priorities of the potential client.* The best way to do that is to make a friendly observation, followed by a question. For example:

> "That's a great necklace. Where did you get it?"

Provide a solution

The second most important thing is to be ready to offer a way to help them meet that priority with your service or business, because that's how you'll get the appointment:

> "I help women expand their wardrobes by creating new looks with accessories. I think there are several pieces that are just your style in this season's line."

This particular example incorporates a positioning statement into the conversation. Your *positioning statement,* also known as your *30-second commercial,* is the answer you give when someone asks what you do or where you're working. Chapter 8 talks more about positioning statements.

Then, before the conversation turns, simply ask for the appointment:

> "I'd love to get together with you and show you some of the pieces that are just your style! I would love to come by and bring my jewelry and help you accessorize your wardrobe with our newest selections."

You want to make sure you get clients excited about the appointment and the product. Pique their interest and get them looking forward to meeting with you.

You can also do this online. I recently had a colleague do an accessorizing session on Zoom with a client.

Seal the deal

The one-on-one appointment is the time where you secure the potential client as a customer or even as a representative. So be sure to build a desire for the product during this conversation.



TIP When securing an appointment, always be sure to build credibility for yourself by sharing how the product and business has worked for you, often called a *testimonial* or *success story*. Your testimonial may mention either how the product has improved your life or how the opportunity has impacted your family and your financial situation:

> "I see how much you love our products, and you know that's what really attracted me to the business in the beginning. I can't begin to tell you how many awesome things this business has done for my family financially, when I really joined just to get my product at a discount."

Perfecting the Details: What to Do and Say

For a Social Selling representative, your one-on-one appointments may focus on one or both of these two things:

- **Sharing the product:** The main purpose of your appointment is to sell product. In this situation, you do a mini-presentation of the products that your customer is most interested in. You cater the selling experience to solve a problem for them. You'll have learned what their challenge or priority is during your initial conversation. And you'll take time during this appointment to find out more.
- **Sharing the business:** The main focus is to gain a new recruit or representative. You still want to build a desire for the product because that's one of the factors that drive people to join a direct sales company — they need to believe that the product is something that is marketable, easy to sell, and in demand. But the focus of this appointment will be to share the benefits of the business opportunity.

The following sections walk you through the steps of a one-on-one and help you build a relationship with your customer.

Holding a one-on-one: The how-to

To help you with your one-on-one appointments, follow this format:

1. **Introduce you and your product or opportunity.**

   At the beginning of your appointment, thank your client for meeting you. Briefly remind them of what got them excited about the product or business in the first place.

2. **Find out more about their needs and wants.**

   Focus on them. Ask again what their needs and wants are. If it's product and sales based, ask specific questions that deal with your product type. For example, if you sell cleaning products, ask things like this:

   > "What type of cleaning products do you currently use? What are your biggest issues or concerns with your current household cleaners? Do you have any problem areas in your home that you need a solution for?"

   If you're focused on the opportunity, you would ask things like the following:

   > "What do you want from a job? What is your favorite part of your current position? If you could change anything about your career, what would it be?"

5. **Share your story and offer a solution.**

   Let your client share their story first — that way, you have the opportunity to make your story relatable to theirs. For example, maybe they wish their job was more flexible because they have small children at home. If you also have children, you could say something like this:

   > "Carol, I completely understand. When I was working at the bank, it was difficult for me to juggle the kids and the demands of a job with different shifts. When I started my own business, it gave me the opportunity to

stay home with my kids and work around my existing priorities."

Such a statement not only shows off the benefits of your business, it also helps you appear more relatable. That, in turn, can boost their confidence that this opportunity is right for them.

Building a relationship

The key to successful one-on-ones is relationship-building. Take time to find out about your client's life, challenges, and needs. Your role during one-on-one appointments is to listen and learn how you can best serve the client.

Even if the two of you seem to be very similar, don't assume you have the same priorities. For example, you may love the product because of the overall luxury experience of textures and scents, but your customer may be drawn to it because it's environmentally friendly and not tested on animals. Or perhaps you love that you can work the business full time on a schedule you love, but they may be initially interested in just an extra $400 a month.

By listening, you can focus on their interests and priorities and learn more about them. You can share things about yourself as appropriate, but keep the focus on them. Just by doing that, you'll create an experience that is unique and enjoyable.



TIP Because of the time you spend learning about your clients, you'll be able to continue meeting their needs and priorities in the future. For example, they tell you that their son is graduating high school next month, when you call to reservice, mention that in the conversation. If you sell cosmetics, ask whether they'd be interested in a fresh look for the event, using the new spring colors.

Selling While Out and About

Meeting new people — or *networking* — is important because you never know where you will find business. So always be prepared to talk to

the people around you.

Being prepared means being ready mentally and physically. You want to look professional, have your positioning statement prepared and rehearsed, and be sure your marketing items are on hand. If someone asks you what you do, you want to be able to follow up with marketing materials such as promo cards, catalogs, and business cards.

Of course, if you carry a very popular item that's priced reasonably, you can always have that available on hand as well.

Selling while out and about is a great way to boost your sales every month as well as take of advantage of the day-to-day situations you find yourself in. For example, many nail and cosmetics representatives carry additional product with them while out and about because of the interest their products create. When nail reps are complimented on their nail wraps, having product on hand gives them the opportunity to sell a set right on the spot, without any real effort. So even if you don't run your business full time, you always want to be ready to take advantage of opportunities that present themselves.

The following sections talk about different ways to market your business.

Marketing your business

Creating interest in your products online is a smart way to build your client base and increase your sales. On your personal page, you can share both your experience with your products and what you love about your business through lifestyle posts.

For example, take a picture of something new you bought for your home and say, "Love this new air fryer! My extra income helped me to get this — I'm so excited to make healthier choices for my family." Or, you might also make a post of you and your kids at the pool in the afternoon and say something like, "I love the flexibility my business provides so I can have these special moments with my kids!" You can always invite those interested to join your customer community to learn more.

On your business page or Instagram, you can make product posts or short videos. You can also advertise any promotions you have going on. Invite people to learn more in your VIP customer community. There you can build trust, friendships, and loyalty and develop a community where it's not just all business, and where others feel comfortable sharing. Offer value to your customers there by posting nonbusiness-related information the community members want — if you're a

cookware representative, offer recipes or tips for healthy cooking or if a fashion rep, share tips for dressing for various body types. You can offer one-on-one appointments via phone or Zoom.

Starting conversations

Beginning a conversation can help you meet new prospective customers, hosts, or recruits. Discovering how to network and to engage yourself in conversations is important. The easiest way to start a conversation with people is by complimenting them, perhaps on something that they're wearing. That's especially important if they're wearing something that you sell — like jewelry, makeup, clothing, and so on.

Shared experience and interests are also great conversation starters. Perhaps the person next to you in line has in their shopping cart a product you like or are interested in trying. Saying, "I've been wanting to try that. Is this the first time you've bought it?" is perfectly appropriate and friendly.



TIP Be sure to choose a conversation starter that's positive. Mentioning the long lines or a terrible call by an umpire at a Little League game can be tempting, but start a relationship the way you want to continue it. Be someone who is enjoyable to interact with.

Distributing promo cards

A promo card is a combination of a postcard and a business card. Promo cards are often made available through the direct sales company as selling tools. A promo card should have your contact information, your website, and any key information about the product.

Promo cards work best for direct sales companies that have a major line of products or a very popular product. They often feature a photo of the product with benefits, best ways to use it, and so on.

You give out promo cards to people in place of a business card and/or catalog (though you can still give these to potential clients who are interested in more of the product line). They typically have an offer, such as a special price on a product when hosting an event, but they may also direct prospects toward your website where they can purchase the product or join your company.

Using wear-to-share and other promotables

If you sell a product you can wear, make sure you wear it every time you go out or as often as you can. Wearing your products or using them for personal use is a great way to market yourself and your business.

For example, if you sell beauty products like makeup or nail art, use these items as a part of your own daily routine. That also goes for clothing companies and ones that carry accessories like bags, purses, and jewelry.

One of the best ways to get a conversation started while on the go is *wear-to-share* apparel. Effective wear-to-share is more than just a polo with a logo. In fact, unless your company's logo is particularly intriguing, the polo won't help you share your products at all. Great wear-to-share apparel fits well and is flattering — but most of all, it has a conversation-starting factor. Many representatives have shirts, hats, and sweaters made that feature catchy phrases, cute sayings, or even jokes.

Wear-to-share conversation starters also include things like logo stickers to apply to the back of your tablet or the top of your laptop, a reusable water bottle, phone cases, or car magnets. Many direct selling companies offer apparel along with marketing materials and other business tools.

Here are other ways you can share your products even if you can't wear them:

- **Cleaning products:** Always have samples of your cleaning product with you. If you're picking up your son from day care, are at a restaurant, or are at work, and you notice a spill, you can show how quick and easy your company's cloth or favorite cleaning spray works.
- **Food and beverage:** Use products from your line when making your lunch or your spouse's lunch for work. And always bring extra for people to sample in the lunchroom.
- **Spa products:** Bring a few samples of your soaps or lotions to work, your daughter's dance studio, your hairdresser's salon, and so on. Ask the owner if you can leave the products in the bathroom with copies of your business card or promo card.
- **Decor items:** Have a desk or an office at work? Decorate your space with the products you sell. When people compliment you, let them know you offer those products as part of a line you represent.



TIP Think outside the box. Grab a notebook and pen and brainstorm all the different ways and places where you can share your product line.

Having product handy

In some cases, keeping some product on hand is a good idea. If the direct selling company you work with has a single product that's in high demand, and it's affordably priced, then investing in a small stock of product may be beneficial, even if it isn't necessary. It enhances your opportunity to sell while out and about, especially if you're meeting people who are only interested in that product, and hence are one-on-one prospects rather than potential event hosts.

When you first start out, predicting what your future customers will want is next to impossible, so letting customers order from you and telling them when to expect their products to arrive is often wiser. Amazon has used this e-commerce model with incredible success, so don't feel as if you need to purchase inventory upfront to be successful.



REMEMBER Although your sponsor and upline leaders may encourage you to purchase a certain amount of inventory, keep in mind that other than your company's business starter kit, there is no inventory requirement. That's one of the benefits of working with a direct sales company.

When you have product on hand, you may want to take some with you when you're out driving around, especially when you're handing out promo cards. You can also take a photo of the stock you have on hand and post a photo on your Facebook Business Page to let friends know that you have inventory you'd like to move quickly.



TIP I suggest that you also keep product on hand during seasons where your products are extremely popular. For example, for

several years I sold a line of crystal products and I rarely carried any inventory at all, except during the summer at wedding season. I always kept crystal vases, picture frames, and toasting flutes on hand because neighbors and friends would often call on me to see if I had something for the perfect wedding gift.

Be sure to check your company's policies and procedures with concerns to ordering product to keep as inventory for re-sale.

Utilizing Your Online Customer Community Group

Your online community is where the magic can happen. It's about engagement and making people feeling connected. Here's where you can have others share their favorite items or their experience with the products and where you can enjoy a one-on-one with others watching and learning. Always offer to schedule a private shopping experience. The following discusses ways to find the right customers for your product line.

Identifying the target audience

Your job is to find people who are interested in your industry and your products. For example, if you sell health products, you may get many people who buy once from you because they're looking for a quick weight loss — they're a great way to top off your sales every month. But to get consistent monthly customers, your primary goal will be to find the people who are interested in their health on an ongoing basis and already spend money on their health every month (such as on gym memberships, nutritional programs, vitamins, supplements, and so on). These people can be your best profit centers and most loyal customers because they're already interested in your type of products.

One of the best ways to identify people who may be interested is by listening to them. In fact, listening is one of the most helpful skills you'll utilize in your business. Refer to the section, "Building a relationship," earlier in this chapter for more about listening to your customers.



REMEMBER Don't write off the people who initially were looking for a quick fix. Instead, use the opportunity as a way to teach them about the benefits and continue to re-service them every month using my 2 + 2 + 2 follow-up method that I discuss in Chapter 17.

Finding the right service to introduce your product

For some products, you can easily imagine a service you can offer, but others may take a little bit of creativity.

Another way to effectively sell in a one-on-one situation is to charge for your service or consultation. You can offer to come in for a fee and help update someone's kitchen, pantry, closet, makeup bag, and so on.



TIP Spend a bit of time brainstorming about the ways people use your products and the challenges they may have associated with similar types of products. Here are some examples or ways you can introduce your products:

- **Cosmetics:** Offer makeovers, or even "makeunders," where you share how they can look their best in five minutes. This could be a consultation where you come over to teach new makeup tricks or even assess the current makeup bag and recommend products that would be best.
- **Jewelry:** Offer a service of visiting clients in their homes and accessorizing several outfits. If your client wasn't interested in an in-person event, but still had an occasion where they and their friends would be attending (like a wedding, gala, and so on), you could plan to go to the customer's house and pair jewelry to each of their outfits for that specific occasion.
- **Kitchenware:** Think about your average customers. They probably have at least two jumbled drawers full of kitchen tools, most of which don't get used. Provide a kitchen tool review, paring down drawers and cabinets and offering tools that fill in the gaps or

replace worn ones.

- **Organizational products:** Speaking of overflowing drawers and cabinets, those who sell storage products can offer an organization service for the kitchen, bedroom, laundry room, office, and so on.
- **Clothing:** Clients may prefer a private fitting. Bring sample sizes for them to try and order the specific styles or patterns they want.
- **Food and beverage:** You could offer one-on-one cooking lessons, fridge or freezer overhauls, as well as freezer meals.



TIP Bottom line, *be creative.* Figure out what service you can offer that will meet a need or priority your prospective clients have. It may be something no one ever thought of before. Remember, you can charge a flat fee for your service, and let the fee apply toward any purchases they make.



REMEMBER Get referrals. Always close your one-on-one selling appointment by asking "Who do you know who …" — that is, who your client knows who would appreciate your service. And of course, when you get to service one of the referred clients, be sure to send a thank-you note to your original client. You can also offer a *referral gift:* Offer a certain amount for a referral that ends in a sale, another amount for a referral that ends in a booking, and another amount for a referral that ends in a new team member joining.

Chapter 17

Sustaining Growth: The Fortune Is in the Follow-Up

IN THIS CHAPTER

- **Understanding the importance of customer follow-up and reservicing**
- **Using the 2 + 2 + 2 method for follow-up**
- **Following up with booking leads, hosts, customers, and recruit leads**

Consistent follow-up can increase a direct sales rep's income by as much as 50 percent. The more you connect with people and show interest in them, the more likely they'll do business with you time and time again. During the pandemic, this percentage actually increased for two reasons:

- **The need to stand out in a crowded online space:** Brands had to stand out more than ever because *everyone* started shopping online. A great way to do that was to reach out to your customers in a more personalized way, for example by telling them about special sales and exclusives and contacting them directly because you offered something specific you believe *they* might like. This built more personal relationships with customers and made them feel seen and cared for.
- **The connection factor:** Lockdowns and restrictions made most people realize how much they missed interacting with others. By reaching out and following up, you make customers feel appreciated. They often become more than just customers, they become fans or even super fans!

When follow-up is part of your business, your customers will connect with you. They'll see you as their person for whatever your product

line is. In a world where shoppers have many options, effective follow-up is a great way to make them feel like they're where they're supposed to be — with you.

In direct sales, your consistent business activities put you in contact with *leads* — people who show interest in your offerings. You have to cultivate and develop your leads in order for your business to grow. This chapter discusses how to provide good customer service for your customers and leads:

- **Hosts or preferred customers** have already hosted an event for you or, in the Network Marketing model, are subscribed to your monthly product autoship program.
- **Booking leads** are those who express an interest in hosting an event.
- **Customer leads** may be interested in purchasing your product.
- **Referrals** are leads that come from your circle of influence or current customer base. These could be leads for product purchases, bookings, or business opportunity.
- **Recruit leads** say they want to learn more about starting a business just like yours. Recruit leads are important in all three models, but are the main focus of the Network Marketing model.

Here is a common life cycle, or progression, of contacts:

> Referral or event guest → Customer → Host or preferred customer → VIP → Recruit

To be sure, not all contacts ultimately progress through that pattern, but it's a common evolution. By implementing a solid follow-up system and then following up with leads, you'll maintain your customers in the long term, generate higher sales, and have more contacts progress further into that life cycle. Some people leapfrog right over customer and host and become recruit leads. But it's far more common for people to warm up to you as they develop trust in both you and your business over time.

Differentiating between Warm and Cold Markets

When you begin your direct sales business, your family and friends are naturally your first customers and/or hosts. They're considered your *warm market,* because they already know, like, and trust you. People do business with people they know, like, and trust, so marketing your products and building your business with your warm market makes sense.

Everybody else is your *cold market.* Although connecting with your warm market is easier, people occasionally don't have much of a warm market to begin with. As they grow their business, they find themselves needing to rely on making new cold contacts to expand their network. The beauty of cold contacts is that they warm up as you do more follow-up and get to know them. As soon as someone becomes your customer, they're part of your warm market. Excellent customer service through follow-up can make them a customer for life, which is the way to go because it's much easier to keep your customers than it is to continually search for new business.

The following sections cover things you can do to develop your warm market.

Being likable and trusted

What does it take for people to like you? Well, first they need to be exposed to you and feel like you're someone they *want to know*, so make sure you take the time to get to know them, find out what their interests are, what their children's interests are, and what they enjoy most from your product line. When items they like are featured or are on sale, contact or reach out to them. Take good notes after your conversations, so you can reference those details during future contacts. As you get to know people, they'll begin to think of you as their friend — as someone they know. Creating fun posts or videos on social media showing your personality will pull people towards you and make them want to get to know you.



REMEMBER The following can help:

- To be *likable* to the people who know you, you must show your good personality and authentically come from a place of service, not sales. When you serve, the sales will come. Specifically, you want to be known as friendly and someone who offers solutions for people's challenges. Reinforce your friendly image with little

extras, such as throwing in free samples when someone places an order or sending thank-you notes for their order. You can also say thanks through your social media platforms.

- For someone to *trust* you, be someone who's reliable and who's known for doing the right thing. You can reinforce your trustworthiness by providing superior customer service. Make sure customers receive their products in a timely fashion and answer any questions they may have. Being trustworthy in business means *following up:* calling when you said you would call, being on time, and gracefully handling product returns. When customers are unhappy with any aspect of your products or business, acknowledge and support them by doing whatever you can to correct the situation. You'll find that when people feel you're really listening to them and hearing their concerns, they'll trust you even more.

Getting referrals

When people like and trust you, have good experiences with you, and feel like you're consistent, they're more open to referring their friends to you. The bar is higher with referrals than with sales: People need more to go that next step and recommend you. When people make referrals, it's their own reputation on the line. When they feel they can trust you to take care of their friends as well as you take care of them, they'll be more likely to refer their friends to you.



REMEMBER Being someone people will want to recommend to their friends is an ongoing goal and requires consistent behavior. Referrals can be a big part of your business, so you may want to offer gifts for referrals. Even though a gift can never replace the know-like-trust part of the equation, it can be a nice way to thank and incentivize your best customers to send others your way.

Being systematic about customer service

The first step to making sure you're conducting effective, consistent, and profitable follow-up is to capture the leads as they come in. You must record relevant contact information for your previous hosts, your customers, and recruit leads associated with your events. The 2 + 2 + 2 system, which I discuss in the section, "Removing the Guesswork: Using the 2 + 2 + 2 Method of Follow-Up," later in this chapter is a great way

to do this. You need to create a habit for capturing the contact information of these leads. Many of these leads will come from your events, but you'll find that as you grow your business and network and get referrals, booking and recruit leads will come to you in other ways as well.

For example, imagine you've just come home from your event with a booking lead — or even from grocery shopping where you met someone you now consider a booking lead. What does it mean to capture that lead? It means that you immediately get that person's contact information, along with some details about the person, while they're still fresh in your mind. This collection of information is what you reference when you're following up. As soon as you get home, track the information in a designated area.



REMEMBER You can record this information in many different ways, but the most important thing is that you find one that works for you and stick to it. Having a place for your leads to live is one of the most important ways to be prepared, and ultimately be productive, with your business. Utilizing the Power Hour method, and having separate areas for specific leads, is one of the best — for example, one for booking leads, one for recruit leads, one for current hosts, and one for *super fans* (your really good customers). You can use folders or notebooks, a designated area in your planner, or if you prefer a digital version, use Trello and Evernote. Chapter 5 discusses recording this information in greater detail.

I used to come home from a party or my errands, go straight to my workspace, take out my notes, and add the details into my chosen system. I included the following about the person: name, where I met them, any information on what they were most interested in, anything they told me about their family, and so on. All the information I needed was right there, at my fingertips. For people who had asked me to call them later for some reason, I'd include the details so that I'd be able to reference them when I reached out. Details like: "Daughter getting married in July. Call first week of August to schedule an event."

Following Up with Booking Leads

Booking events or future appointments is critical to your successful ongoing business. I call bookings *the heartbeat of your business* because without them, your business will move at a much slower pace. By monitoring them, you can track the health of your business.

You meet great potential *hosts,* people who want to introduce you to their circle of influence, all the time, but often they don't want to commit to a date. Perhaps they don't have their calendar with them or they have a legitimate reason why they prefer that you contact them at a later date to schedule. People are busy these days. But if you don't make a practice of effectively capturing leads and following up as promised, you'll be leaving a lot of money on the table.

The following examines what you need to remember about being prepared and the how-to of following up.

Creating a plan

To protect yourself from forgetting, to develop a reputation of being dependable, and to maximize your earning power, you must have a reliable plan for follow-up that doesn't rely on your memory. Regularly following up includes consistently reaching out to booking leads, even when you're not feeling desperate for bookings.



WARNING Making booking calls when your calendar feels empty or after you panic about potentially being out of bookings is a big mistake. Trying to get business when you have no business is, quite honestly, the worst time to do it. You're thinking, "I don't have anything! I'm not even going to make my numbers this month! What am I going to do?" Reaching out to people when you're feeling this way will make you sound nervous, insecure, and even desperate. Don't fall into this trap.



TIP Rather, the best time to work on getting new business is when you *have* a lot of business because you're fired up, confident, and feeling good. That energy comes through and people want to work with fun, successful, exciting people.

> Even when you have a full calendar, you should make booking calls at least twice per week, touching base with people and making the effort to fit them into your calendar — or at least making sure you stay fresh in their minds.

Following up: The how-to

When you connect, make sure your booking lead information is in front of you so you can reference the last conversation you had and their reasons for waiting to host an event. Your voice will be brimming with confidence, certainty, and enthusiasm. For example, the booking lead was remodeling their kitchen, they were moving, or their daughter was getting married.

> You: "Hey, Alex, I just wanted to touch base to see how your kitchen remodel was coming along?"
>
> Alex: "It's great! It's almost done!"

Here is where you'll also ask a few more questions, like how they're liking it, what colors did they do, and so on, to show interest. Then you continue with:

> You: "The reason I'm calling is that you asked me to reach out after the kitchen remodel was complete so we could go ahead and set a date for your event. Your friends are going to love the specials we have going on. I have a couple of dates left for the latter half of the month. So Alex — were you thinking a weekday? Or a weekend? What would work best for you?"
>
> Alex: "Weekend."
>
> You: "Awesome. Let me give you the choices I have for weekends."

Or, you may start with:

> You: "Were you wanting an online event or an in-person event?"

Then proceed with the choices.

Handling objections

When you meet an interested person and they tell you that now isn't a good time to book an event, but they *are* interested, pay attention and gather information about them so that when the time is right, you can call, have a personalized conversation, and help them get an event

scheduled on your calendar.

You may hear things like, “I’d love to, I just can’t right now because during hockey season, I’m at the rink early every morning with my kids for practice. There is just no way I could host an event.”

That’s your cue to get more information so you can plan your follow-up and fit them into your calendar later.

> You: “So when is that over?”
>
> Lead: “The last week of March and I can’t wait.”
>
> You: “Well, why don’t I give you a call in early April to get your event scheduled?”

Then find out what their kids’ names are, write down the details about the hockey season, and when you call, reference your previous conversation, and ask how things went.



REMEMBER Why is such detail important? Because it shows you care and that establishes a connection. They’re more likely to do business with you, including booking their event when they said they would.

Following Up with Hosts

The golden customers who host an event for you are the greatest asset you have in your business. If you treat them right, they’ll host events again and again and will lead you to a never-ending stream of referrals. Happy hosts will recommend you to their friends and will sing your praises. You have no better ambassador in the marketplace than your previous hosts.

Due to their special nature, you want to provide incredible service for your hosts. Many reps have a motto: “Hosts *Never* Pay Full Price.” In addition to representing the perks a host receives from an event, this motto translates into offering special discounts, gifts with purchase, and even exclusive sales just for your previous hosts. Reps often have special customer-appreciation events that they host around the holidays and to make their previous hosts feel special, they sometimes hold a

separate event just for them.



TIP Be creative. Think of ways you can surprise and delight your previous hosts so that the message is unmistakable: *I truly value you.* Incorporate special touches that represent a level of above-and-beyond service and you'll keep these golden customers for life.

Following Up with Customers

You want to create lifelong, repeat, satisfied customers, and the best way to do that is to provide excellent customer care. What might be a one-time customer can become a repeat customer, who later becomes a host, and possibly even becomes your recruit someday. Happy customers will refer other customers to you and help you grow a more successful business.

When you master a system of providing consistent and excellent customer care that's focused on effective and well-timed customer-care contacts following their orders, you'll be able to get everything else you need from your business: bookings, reorders, more sales, and recruit leads.

According to my years of focus groups and studies, shockingly few independent reps make follow-up calls to their customers after taking their initial order. That's a shame because it's quite likely that your customers don't order everything they want from your product offerings with their first order. If you reach out periodically, they'll invariably order additional products, in addition to re-ordering consumable products they've run out of.



REMEMBER This also applies for customers who are on autoship. Many representatives feel that, as long as the order is coming in every month, they don't need to follow up with their customer. In reality, studies show that, if you follow up to see how your customer is doing and how they're enjoying their

products, they'll feel valued and remain on autoship for a longer period of time.

So why don't more reps make those calls? In my experience, they're afraid they'll be seen as pushy. They fear that the customer will resent the call because they already placed a large order. That's an understandable fear, but it's unwarranted. In fact, the flip side might shock you. I've heard things like the following statements:

> "I get put off because I go to an event and connect with the rep, and never hear from them again."
>
> "I haven't used my product. I didn't order the right thing and needed something else, but I never heard from the rep."
>
> "I didn't even know whether the rep was still in business."
>
> "I lost their contact information and ended up going with someone I know from Facebook for my reorders."

Imagine how much you could distinguish yourself and how much more business you could generate if you behaved with a level of professionalism that included showing your gratitude for each customer's business and providing excellent, ongoing customer service?



REMEMBER Representatives who followup with customer-care have bigger businesses, are happier, and are taken more seriously. This can also be done through your customer care community, which I discuss in Chapter 10.

Checking In with Recruit Leads

Making sure you follow up with recruit leads more than once is essential because timing is everything. Circumstances change, and you want to be checking in with people who at one time have expressed an interest in the business. They may not be ready today but they may feel differently in the weeks and months to come.

Recruiting is a numbers game. On average, whether you meet them at an event or in some other way, about one in ten recruit leads will join your business at some point. To ensure that you don't miss out on great potential team members in the future, your follow-up system needs to

factor in this potentially long life cycle from recruit lead to recruit. As soon as someone has shown interest, they're a hot lead. You want to follow up within 48 hours. The conversation that ensues will determine whether they become a warm lead or a cold lead. In the following sections I discuss how you can follow up with warm and cold leads.

Hot and warm recruit leads

To maintain an accurate picture of which recruit leads are most likely to join your team in the next 30 days, you want to assign them as *hot* leads — labeled H — or *warm* leads — labeled W, which I describe in greater detail here. I discuss cold leads — labeled C in the section, "Brrr! Cold recruit leads" later in this chapter. This is different from warm and cold customer leads. This refers to the level of interest the recruiting prospect is showing.

Going after hot leads

People who request information on the business or take a business-information packet at a party are definitely Hs. Write an H next to their contact information and contact the hot lead within 24 to 48 hours. If you don't follow up with them in that time frame, they become a lot less hot. Schedule the call so you don't forget and make sure you call them during that period, no matter what.

Here's an example of the type of thing that happens a lot and why your hot lead can appear to have had a complete change of heart. You meet someone who seems excited about joining, and they go home to tell their spouse:

> Hot Lead: "Honey, guess what? I'm going to join this company."
>
> Spouse: "Do you really have to do that right now? I thought you were taking the summer off, and we'd be doing a lot of camping."
>
> Hot Lead: "Oh, you're right. Maybe I'll wait until the kids are back in school."

You call within 24 hours after meeting the lead:

> You: "Hi! How are you doing? Did you get a chance to look over that packet of information?"
>
> Hot Lead: "You know what? I did, but I was talking it over with my family, and right now, I just think the timing is bad and that I'm going to pass."

In that instant, the lead has gone from H to W. It's important to engage

them, acknowledge the validity of the situation, and make an agreement to follow up in the future so the door stays open.

> You: "I completely understand. That makes sense, and I want you to start at a time when you'll really be able to give it the attention that it deserves. How would you like it if I just keep you updated on any relevant specials that come up? I'll just touch base periodically and definitely reach out in the fall. How does that sound?"

Pursuing warm leads

Most people you recruit will be warm leads. Having people just decide to join your team after one meeting with you is uncommon. The vast majority of your new recruits will come as a result of your consistent and repeated follow-up.



TIP Touch base with your W recruit leads about every three to six months. These contacts are really just temperature reads and opportunities to reconnect, deepen the relationship, and remind the lead that you're still around.

Have a simple conversation around questions like the following:

"How are you doing?"

"Just checking to see how you're doing with the products."

"Is there anything I can do for you or any additional products you may need?"

"What products might you need at the moment?"



REMEMBER Not every check-in like this needs to be phone call. It can be a Facebook message, email, text, or handwritten note that lets them know you're thinking of them, want to keep in touch, or have a great special going on. If you do get their voicemail, leave a message with the same sentiments. You may want to

alternate methods of contacting them, just make sure you're making some kind of contact every three months.

Understanding that timing is essential

Timing is crucial when following up with recruit leads because people's lives change all the time: job changes, moves, marriages, separations, new children, health changes — any number of things. Stay ahead of that curve because when they're ready to try something different or their needs change, you want to have recently been in contact with them so that they feel comfortable calling you. You want to be in their minds when they consider earning extra income or changing their routine by starting a business.



REMEMBER Here's an exception to the quarterly call schedule: Any time your company offers a special promotion related to getting started, call all your Ws to let them know. It's a courtesy, and even if they don't join in the moment, it plants the seed and reminds them that you're watching out for them.

In this call regarding the special promotion, acknowledge that you don't know whether the timing is even right for them, but you didn't want them to miss the special. Sometimes the timing of these calls will be ideal and on some of those calls the W will say something like, "I can't believe you're calling me today because actually… ." Your timing is sometimes coincidentally so good, the lead feels like it was meant to be.



TIP About half the guests leave an event considering your job for themselves. That doesn't mean that half the people you meet will ultimately join your team. But it does mean that half wonder whether they can do it, whether you make decent money doing it, and whether they'd be good at it and make decent money themselves. That's why you stay in contact with them because there is potential there when the time is right.

Most people are looking for ways to make more money and for solutions to their current challenges. Your business could be a great fit for a lot of the people you meet and who see the potential as long as

you stay in touch.

Brrr! Cold recruit leads

The following section focuses on the recruiting prospect who, after looking over the information, says they have no interest at all in the opportunity. They become a cold lead after you've done the initial follow-up. You still want to acknowledge that they had some curiosity when you first met them.

You call this lead 48 hours after you've met:

> You: "Hi! Did you get a chance to look over that packet of information?"
>
> Hot Lead: "Right now, I just think the timing is bad, and I'm just going to pass."
>
> You: "I understand. How would you like it if I just keep you updated on any relevant specials that come up? I'll just touch base periodically. How does that sound?"
>
> Hot Lead: "No, that's okay. If things change, I'll call you."

Now, unfortunately, this lead has moved from an H to a C. You don't need to keep calling cold leads to bug them about signing up. You do keep their information among your recruit leads, but you follow up more generally about other aspects related to them being your customer.



TIP Your cold recruit leads can still be a good source of business (for example you have a new catalog or a great customer promotion). Keep in touch with them about things other than the business opportunity. Often, when you're in front of them again, it can renew their original interest. That's why moving every customer to your online customer community group (VIP) is important so you can stay engaged and they can stay informed (see Chapter 10 for more detail on this). Oftentimes, seeing the interest within the community as well as how fun your job is can keep the prospect of joining your business alive.

Removing the Guesswork: Using the 2 + 2 + 2 Method of Follow-Up

Some reps neglect to call, not just because they fear being pushy, but because they're also overwhelmed with when to call, how to call, and what to say when they do call. My 2 + 2 + 2 Method solves this issue by providing a systematic approach that takes the guesswork out of when to call and what to say. When combined with the Power Hour (see Chapter 5 for more), the 2 + 2 + 2 Method will catapult your business.

The 2 + 2 + 2 Method helps increase your sales, bookings, and recruiting by ensuring that you contact your customers at predetermined intervals that are proven to be optimal times to connect with them. Some estimates attribute the method with increasing a rep's income by 50 percent!

Because more and more people are having such great success with their online community groups, you won't need to follow up every two months because you'll be engaging with them on a regular basis. You want to get them in your group ASAP, so that you can build a strong relationship right from the start. The following sections examine how you can use the 2 + 2 + 2 Method in your follow-up.

Two-day follow-up

The first contact you make to each customer is two days after they place their order or make their purchase from you, whether at an online or in-person event or through an order on your website.



REMEMBER The *only* purpose of this contact is to thank the customer. That's it! You're not asking for anything else. You make this call to demonstrate your gratitude. Simply, thank you:

> "Hi, Jordan! This is Belinda, I just wanted to say what a pleasure it was meeting you at Alicia's house (or at the online event), and I wanted to thank you again for your order."

Tell the customer when they can expect to receive the order and make

sure they know they can call you. That's all. The call takes less than a minute, and being brief is important because you'll complete more of your calls and the customer will remember that you're respectful of their time.



TIP Although you may be contacting people through many different means other than making a phone call, the two-day call will often get you the most results.

I've found through the focus groups that I've conducted that things stay exciting or top of mind for about three days. After that, the interest fades. That's true of a great restaurant you ate at, a concert you attended, or a pair of shoes you passed on. It's also the case with any customer you acquire through online marketing, networking, or the event your customer attended.

Sometimes you'll call a customer for your thank-you call two days after their purchase at an event and things will go differently. Your customer may have already been talking up your party and your products with their coworkers or friends. Maybe they asked for a catalog. Imagine what your thank-you call sounds like in those situations?

> "I was talking to my friends and a few people from work asked whether I could bring in a catalog. Could you send me one?"

That's your opportunity to suggest hosting an event with you:

> "Sure, Jordan, I can send you a catalog. But to be perfectly honest, your best bet would be to host an event, just like Cindy did. You already have friends who want to order, and I would much rather give you the credit for those orders instead of me just taking the orders."

You'll be amazed at how often someone like this will book an event. Suddenly your two-day customer-care call has secured another booking. I've found this to be about 20 percent of the time.

Or perhaps your customer got home and realized they wished they'd

ordered other items. Maybe they gushed to their partner about an item they loved but didn't get. The partner responded, "If you loved it, you should just have gotten it!" Imagine your thank-you call in those situations:

> "Is it too late to add onto my order? Because I wanted to go ahead and get _____."

Or they say something like this:

> "I was talking about it with my partner, and I do want to get that cookware. I thought it might be too much to spend, but we agreed to go ahead and get it."

This is *also* your opportunity to suggest hosting an event with you:

> "Well, Devon, would you like to go ahead and book an event so that you can get that cookware half off?"

You'll be amazed at how often someone who had second thoughts and wants to add to the original order decides to accept your offer to host an event during your thank-you call two days later. Suddenly, people are so impressed with your attention to customer service that it increases their trust in scheduling an event with you.

What I've found is only about 10 percent of your two-day follow-up calls will result in add-on orders, but about 20 percent of these types of calls will turn into events on your calendar. Understand that it's rare for someone who has realized that they'd like to add to their order to reach out to you after the fact. They presume it's too late. Plus, people are busy and they forget. Your two-day thank-you call provides an easy opportunity for them to update their order — and you're already providing superior service to them.



REMEMBER People often ask me, "Do I have to make a phone call for every one of these 2 + 2 + 2 or can I text, private message, or use email?" I always answer that I prefer calling, but other communication is fine. However, I always recommend using

the phone for this first two-day call.

Two weeks later

The second follow-up contact you make to each customer — usually made through email or text — is two weeks after they've placed their order because by then they'll have received it. Some people refer to this as the out-of-the-box call. This contact is to provide service. You still aren't going to ask for an additional order or a booking. You're showing up to be of service to them as one of your existing customers.

> You: "I just wanted to make sure you received your products and see if you had any questions."
>
> Recent Customer: "I did. Thank you!"
>
> You: "Are you enjoying your product?" or "How is your product working?" or "What have you noticed with your new product?" — or some other question tailored to the product they ordered.



REMEMBER The positive feedback you get during these contacts is valuable because you can use those stories during your events or when you're sharing the benefits of your products with others. Any feedback that isn't positive gives you an opportunity to shine and address any issues. That's your chance to help correct the way the customer is using the product if it's not optimal, suggest a different additional product, or help them get their money back if appropriate.

Regardless of how glowing the feedback is, ask how you can help and reiterate that you're available and that they should feel free to contact you with any questions going forward.

Here's the last thing you say:

> "Is there anything else I can help you with today, Allison? I'd like to encourage you to join my customer community group online where you can connect with other customers, learn about additional products, have some fun with like-minded people, and stay informed about any monthly specials you may be interested in."
>
> and/or

> "I value you as a customer, and customer service is very important to me. From time to time, I'd like to touch base with you to see if there's anything else I can do to take care of your needs. Would that be okay with you?"

That last part is crucial because you're making a commitment to keep in touch, which will make it more likely that you'll actually connect. And you're getting their agreement so you can feel good about connecting to provide excellent service.



WARNING In the rare case that your customer responds to your offer to touch base periodically with something like, "Don't bother!" or "I'll call you if I need anything," consider it a great time saver for you. Just be gracious, agree, thank them, and move on. You may feel a little rejected, but that will pass, and you have just saved yourself a ton of time spent calling someone who isn't interested in hearing from you (or likely any representative).

Two months later

If a customer, for some reason, hasn't joined your customer community group, then connecting with them about two months later is important. This will help continue to build the relationship and let them know you're there to take care of their ongoing needs.

For the most part, people will join your customer community group, which is where the magic happens. It allows you to build your relationship right from the beginning of the customer journey. This also replaces having to make the two-month connection as an ongoing connection to customers because they'll be informed automatically of new products, specials, testimonials, and overall benefits of your products.

Keep these two things in mind:

- If you have a consumable product, such as skincare, you may want to make that first two-month contact. More than likely your customer will need to replenish their order. This original contact can help establish a better habit pattern for them reordering from

you regularly.

- Some people join your group to engage, whereas others are more likely window-shoppers. They may place an order occasionally, but you don't need to reach out to them personally. Others join your group and are super engaged, always commenting, and order frequently. I refer to these people as your super fans. They're definitely worth reaching out to personally from time to time. Following up with them shows that you value them and make them feel important.

Reservicing: Customer Care Is Key

Getting new orders, referrals, and business from happy existing customers is easier, more gratifying, and more fun than constantly looking for new customers.

In fact, when you have a large, satisfied customer base, including previous hosts, you also have a ready marketplace at your fingertips for when you want to increase sales for any reason. Say you want to increase your production in the spring because you have a vacation planned in the summer and want to pay cash for it. Or maybe your company has a promotion, and the sales thresholds for that trip or reward are just a tad higher than what you normally average.

In both cases, if you've use the 2+2+2 Method and kept in touch with your customers (refer to the section, "Removing the Guesswork: Using the 2+2+2 Method of Follow-Up," earlier in this chapter), you'll be able to increase your sales by returning to your current customers to reservice them. To *reservice* is to go back and take replenishment orders (in the case of nutrition, food, skincare, and so on) or to secure additional orders from an existing customer.



TIP For best results, your online customer community is a convenient place for you to reservice your customers. In addition, you're building ongoing relationships, so you need to make it a fun place to be. Here are some easy ways to do so:

- Share motivational quotes or fun memes.

- Share favorite recipes or have others share theirs.
- Disclose life hacks to bring value to your customers without always selling to them.
- Go live at least once a week so they can get to know you and your personality. Remember, people do business with people they know, like, and trust.
- Encourage your current members to invite others to the community and conduct a monthly drawing for anyone who invites someone new.



REMEMBER Just because someone is on autoship doesn't mean you don't need to connect with them periodically. In fact, if you want to keep them on autoship, letting them know you care will keep them a long-term customer.

Don't count on your customer community group to do all your work. Continuing to build that personal relationship, especially with your super fans, will help create a customer for life.

Part 6

Building a Team or Organization: The How-To

IN THIS PART …

Create interest to enroll new team members.

Conduct effective interviews to close prospects.

Strengthen your team by leading new recruits and team members.

Use group recruiting to help your team share the opportunity.

Chapter 18

Attracting New Team Members: Recruiting and Sponsoring

IN THIS CHAPTER

- **Exploring the rewards of recruiting and what the opportunity could mean for others**
- **Finding recruit leads and getting people interested in the opportunity**
- **Understanding people's behavior and what that could mean for your recruiting efforts**
- **Providing excellent follow-up and customer care to leads**
- **Using social media in your recruiting**

The pandemic disrupted the workforce. Some experts refer to that time as the Great Resignation where people no longer want to work in a job where they feel undervalued and unappreciated. They want more flexibility, and some want to carve out something special for themselves. Many report just wanting diversity with their income. They want to have multiple streams of income so that they don't have to rely on a single job that's less than desirable. This is known as the *gig economy* and includes companies like Uber, Airbnb, and PoshMark. Direct selling is a desirable gig because it offers social connection, personal training, a low investment, and often, same-day cash.

The direct sales industry is appealing for individuals wanting to start something that's their own. The three key reasons why it's appealing to them include getting started easily, representing an established brand, and joining a community of like-minded people. Chapter 3 examines these reasons in greater detail.



REMEMBER Bookings are the heartbeat of your business, but recruiting or sponsoring is its lifeline. As long as you have bookings or appointments you can achieve sales and generate an income. But to generate a large income, you need recruiting. Recruiting means that you're sharing your business opportunity with others where you'll be paid commissions on their sales, all from being an encourager to them. From that, you can create an amazing income that builds on itself month after month.

In addition to the financial rewards, personal rewards also come from recruiting. Not only do you have the opportunity to help people achieve their goals and dreams and have a better lifestyle, but you also know that you have helped contribute to someone else's success, which is extremely rewarding. Bringing new people into your group brings a level of excitement to your business as well; each new person is on a new journey with the hope of making their life better.

Of all of the areas of your business, recruiting is the one that truly requires the right attitude. It's also the area where I see many people struggle the hardest. I often hear people say, "I'm just not a recruiter. It's really not for me. I'll just focus on my personal business." Changing your attitude to one that's confident, passionate, and positive is like a switch has been turned on. Some refer to it as a "light-bulb moment." Suddenly, recruiting becomes easy and exciting.

The three parts of recruiting are as follows:

- The basic rules
- The why
- The how

This chapter covers all three.

Focusing On the Rewards of Recruiting

Many people have issues with recruiting because the focus is on them.

That's understandable because your company or leader tells you that you need to recruit in order to advance in the company's career plan, or to earn a travel incentive trip, or to qualify for additional cash bonuses. It is usually a part of your company's new consultant rewards program. In fact, I hear a lot of things like, "You only need to get one more and you'll be promoted," or "If you recruit someone this month you can earn this rolling tote bag with the company logo on it."

Sometimes new people come into this business and recruit straight out of the gate. They're happy with what they've found and can't wait to tell everyone. Others are hesitant and feel like they need to know everything before they start. Often a simple approach, honesty combined with enthusiasm, will attract someone. The following sections take a closer look at what recruiting can do for you and others.

Giving to others

People who are good at recruiting aren't thinking about what they want to get; it's all about what they can give. It's human nature to want to nurture others, help others, and do something nice for someone. And that's what recruiting *really* is all about — what you have to give to others.

You have the amazing privilege — not just opportunity, but privilege — to change the course of someone else's life. You may think that's an exaggeration but it's true. Whether it is on a small scale or a large scale, people's lives can truly be impacted by this business, and you get to play a part in that.

Solving other people's challenges

For many families, an extra $600 a month can make an impact on a household budget. Anyone who comes into this business and puts forth an effort can earn extra income every month. People have challenges. Sometimes they come on suddenly, like a car breaking down. Or maybe your children want to attend a special camp or participate in a sport. Or perhaps your home needs immediate repairs or you have medical bills that need to be taken care of.



TIP I like to think of recruiting as solutions for people's challenges. When you start to really think of recruiting this way, you'll suddenly have an attitude change and you'll be excited about sharing this amazing opportunity with others.

Here's an example of how this plays out in real life: I once spoke at a scrapbooking conference. A lot of people do this business as a hobby because they enjoy it and it lets them get their products at a discount. They also can share this fun hobby with a group of like-minded individuals. But of course, I gave my normal recruiting speech that I always do at conferences to help them see a different side of the business.

ROCKING THE DRUMS WHILE SELLING CRYSTAL: HOW I WAS RECRUITED INTO DIRECT SALES

I want to share my story with you because it has several learning points. I started playing the drums at the age of 10 and worked very hard throughout my school years to be the best drummer I could be. I was quite accomplished with all the school programs and lessons I'd participated in and began playing in clubs at a fairly young age.

All I really wanted to be in life was a rock star, and I was very serious. I *was going* to be a rock star. That's all there was to it, and I didn't need to do anything else. So, at the age of 18, after graduating from high school, I was in a band — sure I was going to make it to the top.

Meanwhile, I worked at a doctor's office as a receptionist in order to appease my mother, which meant I had to get up at 7 a.m., which isn't my favorite time of the day. One day at work, a patient approached me and said, "I'm just getting started in my new crystal business and I need six parties. You seem like you're fun and bubbly! You would make a good hostess. Would you host a party for me?" And I said, "Okay, sure." She didn't make a big, long pitch about how great the products were or anything else. It was simple: *I need help, and I think you're my gal.*

Then I thought, *I'm an 18-year-old rock-and-roll drummer. What do I need crystal for?* But I did the party to help her. Remember, she was a brand-spanking new representative. She said, "If you want your party to be really good, you need to have five orders before I get there." So I said, "Okay." I went out and showed the catalog to anybody who wasn't coming and then I invited all my mother's friends as well. This was in 1979 when the party average was about $200. I had a $600 party! She said, "Wow, you're way better at this than I am. You should just do it." That was her entire recruiting campaign. I didn't require any additional information from her to make a decision, except that "I should do it."

I said, "Okay," because I was thinking in my 18-year-old brain, *If I do two parties a week, and I'm playing in the band three nights a week, I'll never have to wake*

up early. Avoiding mornings was the whole reason I joined.

I tell that story because one of the things I hear from people is that they don't know enough information to recruit.

Remember: *The simple, easy approach works just as well as trying to explain every aspect of the business to a potential recruit.*

Initially, I worked the business for about 18 months. I did my shows and made money — in fact, more money than I could have made anywhere else. Back then, the minimum wage was $2.35, and it went up to a whopping $2.65 right after I started. Needless to say, making $75 to $100 for a couple hours' worth of work was extremely exciting.

In the meantime, the band I was playing in started taking off, and we were playing five to six nights a week. I began travelling and it was an exciting time. It seemed that there was less time for my sales business, so I all but quit having parties. Over the next several years I also got married and had a baby girl. Life had suddenly changed.

There I was with this precious little baby, and suddenly it didn't feel so glamorous to be at the bar until four in the morning and wake up at six to feed her. At that point I thought, *I don't think this is the life I need, so what can I do? What am I good at? I was pretty good at that direct sales thing.* So, I decided to call my leader and restart.

At this point I became fully engaged in the business and serious about it. We needed that income as part of our household budget. We were new homeowners and our new house suddenly needed a new roof and a new well. I was doing about four parties a week on average to make enough money to pay for all of that. I started recruiting consistently, but more importantly, I showed my *recruits* how to recruit and helped them bring *others* into the business. That's what helped me start to grow a large organization. By the age of 29, I was making a consistent six-figure income and was at the highest leadership level of my company's career plan. My husband and I were now able to use that income on the extras outside of our household budget.

After many years of growing my direct sales business, I was being asked by others to teach them my methods. I decided to start my own training business, sharing my knowledge with others in the direct sales world. I've now been training and speaking on direct sales for close to 30 years, and I'm one of the most sought-after speakers in this industry. And it all started because I wanted to sleep in.

About seven weeks later I was doing a seminar in another city when a woman came up to me and said the following:

> "I saw you speak at our conference a few weeks ago, and I wanted to share this with you: I had never really wanted to recruit anyone — in fact, I told my leader I'm not interested in doing this as a

business. This is just my fun hobby. It's my therapy, and I'm not interested in anything else. I don't plan on recruiting.

"I have been in the business for nearly four years and have recruited two people, and that was by accident. They just asked me if they could join. I never talked about recruiting at any of my workshops. But when I heard you talk at our conference, I realized how incredibly selfish I had been. What if another person needed an awesome hobby, or therapy? I just changed up a bit of what I said at my workshops, and I have sponsored nine people since I saw you seven weeks ago!"

That's what can happen when you suddenly change your attitude. She was now coming at it from her heart instead of her head. The funny thing was, she said to me, "Now I think I may want to do this as a business."



REMEMBER Many people are afraid to admit that they want something for themselves, but when they're doing something for others, they generally end up benefitting in the end. That's coming from a place of giving.

Identifying the Rules of Recruiting

This section talks about the four basic strategies, or as I like to call them, the rules of recruiting:

- Always invite.
- Don't prejudge.
- Always have a recruiting commercial prepared.
- Look for leads instead of recruits.

Always invite

With bookings, you *ask*. With recruiting, you *invite*. When you ask someone something, they generally feel like they have to give an answer. With hosting an event or buying a product, the decision isn't difficult. But choosing to try a new job or invest money requires some consideration, and many people just won't be ready to give you an

answer. That's why you invite. You invite people to take a look. With this approach, you're not asking for a commitment or decision but rather seeing whether they are interested.

I like to think of this as creating a safe zone for people to be interested or curious without having to make a decision. I find that about half the people at events leave with some level of interest. Half won't usually join, but they leave thinking, *I wonder if I could do this. Would my friends support me? Would I be a good fit at it? Could I really make good money?* Your objective is to identify the leads so you can give them information and follow up with them. That also helps you to get over that fear of rejection.



TIP Use soft word choices not hard word choices. *Soft words* are inviting and create a safe zone for curiosity. Here are some examples:

"So if you would like to take a look, please let me know."

"If you would just like some information to take home with you, I'll be happy to send it with you."

"If you would like to find out more of what we are all about, let me know."

"If you would like to take a closer look at what the company has to offer, I'm happy to provide the information."

On the other hand, *hard words* are directly asking people to make a decision. Hard word choices would go more like this:

"If you would like to join my company, let me know."

"If you would like to get started with this ground floor opportunity …"

"If you would like to be a part of my team …"

"If you're ready to start your own business …"

This approach sounds too final. Most people won't decide to join in that moment; therefore, they'll never even let you know they're the least bit interested.

If you were hosting online, you can say some of these same things, or "Comment below/in the chat, or feel free to private message me." You can post something like, "If you're looking for a fun, flexible way to earn some extra income, I encourage you to take a look at what (name of company) has to offer. If you want some additional info or just want to take a peek, please comment below/in the chat or private message me."



WARNING People may be put off if you only recommend that they private message you, so encourage them to "comment below" or "PM/DM me," if they prefer.

Don't prejudge

Even though people prejudge because it's human nature, try as much as you can to avoid falling into this trap. The best way to do this is by inviting everyone.

You can't stand in front of a room or meet someone for the first time and determine how much they have in their bank account or know whether they need a more flexible schedule or whether they're never recognized or appreciated for what they do. You can't judge age or gender. You just can't. You can't look at someone and determine whether they would be a good fit or would do a good job.

So often people say to themselves, "Oh, they don't need the money," or "They just don't have the time," or "They wouldn't want to do something like this."

A woman once said the following to me:

> "You know, I'm a doctor's wife, and I've worked in my husband's office for 22 years as a receptionist. We live in a very nice area. It's a rural area, but our house is likely considered one of the nicer homes in the whole little town. Everyone knows me as the doctor's wife.
>
> "I went to a ton of parties, and no one ever asked me if I would be interested in this business. No one ever talked to me about the business. They never invited me to join the business. So I just always went along until, finally, somebody shared the business opportunity with me. They said, 'You love the jewelry so much, you should consider selling it.' I did, and now I'm 'the jewelry

lady' in town."



REMEMBER It's not about money; it's about identity.

I have another colleague who does direct sales part time and has a PhD in chemical engineering. She works for a large pharmaceutical company. She gets paid very well and has a very prestigious job, and yet she still does direct sales. She says:

> "I generally do about three parties a month. I get so much grief about it, especially from the people in my family, mostly from my father. He can't understand. He says, 'Why do you waste your time with this?' I tell him I do it because one night a week, I get to have fun, be with a bunch of other women, and I don't have to think about protocols. I just get to go help people dress up, and it's fun."

I have another colleague who said for years she would go to parties and was always intrigued by direct sales. She truly wanted to make a better life for herself and her two boys. But she said no one ever asked her. They would always walk up to the person sitting next to her and say, "Oh, you would be perfect at this." It always made her feel like no one thought she would be any good. She did eventually join a company on her own and went on to become one of the top leaders there. She says she invites everyone because she wouldn't want anyone to feel the way she did.



REMEMBER People have all kinds of different needs. You can't afford to prejudge.

Always do the recruiting talk no matter what

When I first joined this business, I had a kind of hard-edged leader. These were her words to me, in training:

> "You do the recruiting talk no matter what! You don't ever leave it out! You keep it short, sweet, and simple, but don't ever leave it out! You never know who needs what you have to give!"

I was scared to death. But every single time at a party when I'd think, "No one here looks like they're interested," I'd hear her in my head, "Do the recruiting talk, no matter what!" Then I'd do it.



REMEMBER A recruiting talk takes all of 90 seconds. Ninety seconds to invite people to join you, to take a look at what your business has to offer, and to say, "What could an extra $600 to $800 do for you and your family at the end of the month?"

Yet you look at the audience and maybe somebody's sitting there and they look bored. Maybe they've looked at their watch three times. Maybe their arms are crossed and they have scowl on their face, and you think, "Oh, I'm wasting time. They aren't going to want to hear about this, so I'm just going to skip it."

For the people who aren't interested, the recruiting talk is going to go in one ear and out the other. By the time they pull out of the driveway, they won't even remember your name. Why put so much concern in these people? What about the young mom sitting there whose little boy just came home from school saying, "Mommy, all the kids at school are going to baseball camp! I want to go!" When you say, "What could an extra $600 to $800 do for you and your family at the end of the month, working one night a week?" she thinks, *That's how I could afford the baseball camp.*

In 90 seconds, you changed the dynamic of that family, even if it's for one summer. Who are you more concerned with? The person who won't remember your name or the person whose life you're going to change?

My friend Carol has a big circle of friends, so she's invited to a lot of different parties. She has said to me, when they don't do the recruiting talk, "I wonder, wow, she must not think any of us would be any good." Have you ever stopped and looked at recruiting that way?

This is also true when doing an online event. Many people just post the

information in hopes that someone will read it and be interested. You still need to do a recruiting talk either through video or as part of the live portion of your online event.

Look for leads instead of recruits

Mastering this concept is an art. It means changing your mindset, and when you do, you open your eyes to countless opportunities for recruiting. Looking for leads will help you get past the fear of rejection as well as recruit multiple people. Recruiting is a numbers game, and as much as I'm not a fan of the saying, "Some will, some won't, so what, who's next" — there is some truth in it. I suggest just taking a slightly different attitude.



REMEMBER You're only looking for leads. Your primary job in the area of recruiting is creating the interest. The more interest you create, the more leads you'll get. The more leads that you get, the more people who will sign.

You're not looking for "the one," and definitely not "the perfect one." I hear so often, "I wish I could find someone just like me" or "I'm trying to find my next go-getter." You probably won't. If you do, it will take a long time. In the meantime, you miss out on a lot of people with great potential who are simply interested.



REMEMBER Your goal is to give out information to two to three individuals at each party or event, more if you are at a trade show or vendor event. Now, will you be able to do this every time? Probably not. But if you set the expectation and go prepared, you will have a greater chance.

Look at the numbers. If you did two events a week and gave information to two to three people at each one, that's 16 to 24 prospects. Statistically, one out of about seven will join, so you're looking at two, even three recruits a month as you become more experienced. Even if you only did one event a week, that is 8 to 12 prospects a month, meaning you're still likely to sign one person a month. Anyone can have a healthy growing business recruiting one

person a month — especially if you teach each one of your new people to do the same.

First, put the information together and then take it with you. I can't tell you how many events I've been to where the rep has nothing and says, "Oh, I'll send it to you." In today's busy world, people want instant gratification; instead of waiting to get your information, the customer will move on to someone else. You should also have a *digital version of your recruiting information* ready on your computer or phone if anyone inquires online or if you don't have physical pieces of information with you.



TIP People always ask what should be in a packet. Keep it simple. Here's what customers want to know: a little about the company, what comes in the kit, what is the cost, and what kind of money can they make. Also, sharing a flyer with your company's new consultant rewards program might be intriguing to them. Don't overwhelm people with the whole compensation plan — unless they ask, which may indicate that they have previous direct sales experience.

Always take six packets with you to an event and always have one or two in your car. I've found the more you give out, the more you're likely to give out. This sounds funny, but a lot of people want the information but are too afraid to ask for it. When they see you giving out the information without harassment, they're likely to ask for some also. This is true of online events where you ask people to comment below. When people see other people commenting, they feel more comfortable commenting themselves.

Figuring Out the "Why" of Recruiting: What's in It for Them

People are attracted to direct sales because of five key benefits. I like to think of them as gifts. Thinking about it this way makes it easier to talk about. It's fun to give a gift away. Every single person who comes to your event or party, or even those you come into contact with, is in need of at least one, if not all five, benefits:

- Financial freedom or income
- Flexibility of time
- Friendships
- Recognition
- Personal growth through helping others

Even when you're in conversations or planting seeds, keep these five benefits in mind. If you put a cover letter in your packets, make sure that you mention these five things.

Remember that even with friends or people you have talked to in the past, lives can change and suddenly they have a need or challenge. For the most part, everyone's life shifts or changes about every six months. Always refer to the five benefits in conversations. This section goes through them one by one in detail.

Financial freedom or income

Eighty percent of people join for the extra income or money. Don't be afraid to talk about the income. Financial freedom is different for every single person. It may be getting out of credit card debt or paying for extracurricular activities for your children or private schooling. It may be living in a dream home or fixing up an old beloved home. It may mean being able to go on a special vacation with your family, paying into a college fund that you're desperately behind on, or building a retirement fund.

The Federal Trade Commission (FTC) has strict guidelines about guaranteeing income or exaggeration of potential earnings. So keep your messaging on earning extra income for the extras in your life. If you have any doubts or questions, check your company's policy on this.



REMEMBER For every single person, financial freedom means something different. That's why you can't prejudge (refer to the section, "Don't prejudge," earlier in this chapter).

Flexibility of time

If people don't need money, they need time. Most people want to be able to spend more time with the people they love. As a matter of fact,

if you ask people what they consider a better quality of life, most say something like, “To make good money and be able to spend it with the people I care about.” You can offer that by letting them choose the hours they want to work, by allowing them to work a minimal amount of hours, and by enabling them to be able to make the income they desire.

Flexibility of time affects many different types of people. The following describes some of these people.

The full-time worker

This is the largest group. Often direct sellers think the full-time worker doesn’t need the money or have enough time. Right now, about 90 percent of people who work in direct sales also work another job. People in this category are drawn to direct sales because they may be on a set salary with no opportunity for raises or bonuses. Their income may take care of their household bills, but they don’t have enough money for the extras. Direct sales allows them to generate the income for whatever goal or project they have.

Many people work on a sales or commission basis, and their bonus structures have been taken away. They think, *I’m working here, but I need to make extra money.* Are they going to go work in a department store making $10 to 12 an hour, so they spend four more hours away from their family for $40? They know that’s not worth it. With direct sales, they can spend a couple of hours working and, potentially, make a couple of hundred dollars.

For some full-time workers, direct sales is just an outlet to do something different. A long-time accountant might say, “I’ve got a pension coming. I’ve got retirement coming. I’ve got my health benefits. I’m not leaving, but I’m tired of doing the same thing. I’d love to try something totally different.”

Direct sales allows them to add variety to their life, have a little bit of fun, and meet a different group of people. They have more control over their time and make a little (or a lot) of extra money, spending the minimum amount of time.

The stay-at-home mom

This business has always worked for the stay-at-home mom. Direct sales allows them to be with their children, save on day care, and still help contribute to household income. They want to be able to do things like volunteer at their children’s school or be there when their children are sick.

Many women aren't ready to return to work right after they've had a baby. But they're getting up at 5:30 in the morning to get themselves ready for work. Then they get their kids up and take them to day care. Whether they drive to work or work from home, they may spend eight or nine hours there before picking their children up from day care. If they're working on-site, they may also spend time driving home in rush hour traffic to get home by 6 or 7, make dinner, and spend all of 45 minutes with their precious babies before crashing into bed, so they can get up at 5:30 the next morning and repeat the same miserable thing all over again — all while they're giving 75 percent of their income to day care. They think, *There has to be a better way than this.* You have an answer for them.

The college student

Not all college students are going to be great at direct sales but every once in a while you get a little gem. As more businesses have moved online, this group has increased. Doing business right from their laptop or phone is convenient, appealing, and a natural fit. They make direct sales work for them by posting videos or information from their phone, sharing samples, or even doing two online events a month. All of these are ways they can make more money than most of their friends can working at a coffee shop or in a bar, staying up until midnight. I know plenty of college students who have helped support themselves in college doing this. It's not the biggest group of potential recruits, but it's a group you shouldn't forget about.

The retiree

Retirees may be looking for a way to add an extra stream of income because they don't want to start dipping into their retirement or pension funds too early. Many also are just wanting to find something that keeps them active. Maybe they did the same job for 35 years and they're looking to try their hand at something completely different. Direct sales allows them to meet new people and create a stream of income, choosing the times when they want to work. See the nearby sidebar for an example.

A RETIRED WIDOW'S SUCCESS STORY IN DIRECT SALES

Once, when I was in my late 20s, I was conducting a party. A 68-year-old retired woman approached me and said, "I think I could do this. This would be perfect

for me." I said, "Great!" So she came on board and averaged two parties a week.

I asked her to go to a convention. She said, "I'm not going to go to that convention. You girls go. You all have fun, go dancing, and be your crazy selves. I'm just going to stay home."

I said, "Oh, no. I want you to come. It will be so much fun." I knew that she had earned a diamond ring and that she was going to be receiving it at the conference. I said, "I really want you to go." So she went.

I always had a post-convention meeting the Monday after each convention weekend. At the meeting, I covered some of the highlights of conference and talked about where the next travel incentive trip would be. I also asked what they enjoyed, what they had received, and what they learned, which made for a really great set of testimonials for the guests I invited. These testimonials allowed my team to do additional recruiting at the meeting.

It was my retired friend's turn to do a testimonial of what the convention meant to her. She stood up and said, "Four years ago, I lost my very best friend, my husband. He was always so wonderful to me, buying me flowers and jewelry. When he died, I never thought I would ever get a diamond ring again. When I walked across that stage and received this diamond ring, I couldn't believe it." Of course, there wasn't a dry eye in the house! You never know the effect of what this business has on people's lives.

Another retired representative shared with me that she loves being able to do her events online, because she's no longer concerned with driving at night. That's another reason this group has dramatically increased as well.

Friendships

One of the great benefits of this industry is the wonderful friendships and relationships you'll develop. Being able to do this business with people you have a lot in common with is fun. In fact, some people will join simply to have a new group of friends to be around. The number one thing people say attracts them to the direct sales industry is the community of like-minded people.

In direct sales, you're surrounded by like-minded, positive people who want you to succeed. They want to offer ideas, support, and encouragement. You may even find that the people on your team and within the company are more supportive than your own friends and family. And unlike many other industries, where coworkers may be hesitant to help you because you may get the promotion they want, in direct sales, everyone can move ahead at whatever pace they choose.



REMEMBER The friendships in direct sales are amazing, and you'll create some that last a lifetime. I know I have.

Recognition

Many surveys have been done in the corporate world, and when people are asked what they value in a job, the number one answer, even above income, is "I just want to be recognized and appreciated for a job well done." Yet so often people aren't appreciated and aren't given any recognition.

The corporate world's idea of recognition is, "Gee, Tammy, you've done such an awesome job that we're going to give you more work. We can't pay you more but keep it up." In direct sales, recognition is everywhere. You have people congratulating you on your Facebook Group page. You earn additional products through your Fast Start program. You can earn rewards or tablets based on your efforts, and you can earn an all-expense paid vacation to destinations all over the world — simply for doing your job. You can potentially earn all of this in addition to the income. So many people tell me that they didn't come in for the recognition but they love it.

Personal growth and helping others

People aren't necessarily looking for personal growth and self-esteem, but I can promise you that every single person in direct sales walks away with them, especially as they help others.

I've watched people who couldn't speak in front of a group suddenly be able to and also feel like they're able to take on other added responsibilities. People's lives change when their confidence grows. I've seen relationships change. I've seen people transform as to how they carry themselves and feel about themselves. I've had people tell me they were promoted at their day job simply because of the new confidence they have gained.

One evening at one of my crystal parties, a young woman walked up to my table. She had holes in her jeans and a sweatshirt hanging off her shoulders. She said, "I just got my own apartment and I'm living on my own for the first time. I have a full-time job, but I don't know if I'm really making enough money to support myself. Do you honestly think I can earn an extra $400 a month?"

I said, “Absolutely. If you did one party a week, you would be able to make $400 a month without any problem at all.” So she came onboard and she was what I call a great steady eddy. She did her one party a week and started to make money. Then she started coming to the monthly meetings and began to make friends. She ended up renting a house with one of the other women in our organization.

Four years later, she came to me and said, “I’m getting married and moving out west, and I just wanted to let you know that I’m quitting.” I said, “Oh, gosh, you don’t have to quit. That’s the awesome thing about this. You can take it with you.”

She said, “I know, but I just want to dedicate this time to my new life with my husband. Once I get out there and get to know some people, maybe I’ll restart.” I said, “Well, the door is always open and I’ll be happy to help you in any way that I can.” She said, “I don’t think you understand what you’ve already done for me. When I met you, I had been in foster care for my entire life, and basically at 18 years old, they throw you out the door with $250. You’ve given me the one thing that I never really had, and that’s family. You’ve also given me more self-confidence than any foster family that I ever lived with had.” The reward for me, knowing that I had made such an impact, was worth more than any money I would earn from working with her.

That is what you can’t see when you prejudge someone. Is your heart wide open? The why of recruiting comes from your heart.

Getting People Interested

Studies show that people need to hear something roughly five times before it really sinks in. For online attention, people have to see something seven times before it resonates and as many as 13 times before it grabs their attention. When recruiting, people tend to do the *all-or-nothing approach* — nothing meaning looking around the room and determining that no one is interested, and all meaning telling their entire life story at one time, usually at the beginning of the event.



TIP Make sure that you mention or plant seeds for recruiting at least five different times throughout each event, whether in person or online. Chapter 13 discusses the ins and outs of

planting seeds.

The following sections identify ways you can create interest and excitement recruiting new team members while not overwhelming them.

Discovering what people think

I really like to get to know what people think about this business — customers, hosts, and people who attend events. I've done many surveys that consist of two questions: "When you go to a direct sales event, do you mind if the representative does a recruiting talk?" Fifty to 60 percent say they don't mind. For the other 40 to 50 percent of the population, I ask, "What don't you like about the recruiting talk?"



WARNING This is the number one answer: "I don't like it when representatives tell you their whole life story."

Too many reps say something like this:

> "Hi, I'd like to tell you a little bit about myself and how I got involved with my company. I have been doing this now for five years. I was a teacher for eight years and after my third child I just really wanted to be able to stay home with my kids.
>
> At first, I was just doing the business part time, making a little bit of extra money and trying to supplement that income. After a year and a half, I was able to make the same money I was making as a teacher. Now I've been doing this five years and have doubled my income.
>
> I've been on five fabulous trips. My husband and I have been to Hawaii. We've been to Cancun. We've been on a cruise, and this past year at our national conference, I was the queen of sales!"

That is how a lot of consultants sound. Now there are some good points in there, but too much at once is overwhelming and people tend to tune you out. At first you may have grabbed their attention, but by the end they've stopped listening. You want people to relate to you, to think, *Oh, that's my situation* or *We have a lot in common; this could possibly work for me.*

Sharing your "you" story

Many companies teach you to do your "I" story, … you. I agree that you need to share your "I," but don't start with it. I suggest you start with a "you" story, meaning what could this business do for *you,* the people at the event. This grabs their attention and will likely result in them paying more attention throughout the event.

Here's an example of planting your first seed of interest:

> "Right now more than ever, people are looking for a fun, flexible way to make some extra income. That's exactly what (name of company) offers. They make it very easy to give the business a try. If you'd like to take a closer look or like to get some information on what I have to offer, I'd be happy to get that for you."

That's a simple way to do it. Or, you can say:

> "As you watch me do the event, you'll find that I really enjoy my job. I find it fun, simple, and extremely rewarding. Maybe you're looking for a little extra money for the extras with your family. If any of you would like to take a look at what this business has to offer, I'd be happy to send you home with some information this evening."

If you want to get a little more detailed, try the following:

> "Maybe you're looking for some extra income for yourself or the extras with your family. That could easily be a car payment or even part of a house payment. It could be an easy way to get out of credit card debt or pay for your kids' extracurricular activities. Or even a special vacation. This business offers a great community of like-minded individuals who are here to support you. If you'd like to take a closer look, let me know."



WARNING Stay away from putting them on the spot by saying something like this:

> "If you would like to join, we give you everything you need. You just pay a small amount for your kit. We give you all the training and a personal website. We can assist you with your very first event."

That's like *decide, decide, decide,* and *commit, commit, commit.* They don't want to decide right now. They don't want to commit right now. They don't even tell you that they're the least bit interested. Instead say, "If you would like some information, I will gladly provide it for you."

Addressing your "I" story

The next points of interest you should share are part of your "I" story, making sure that it's sprinkled throughout the event. These points cover why you joined, how the business has benefitted you financially, and how your business has benefitted you personally. You don't want to cover these all at once.

Focus the first point on what drew you to the business and why you joined:

> "One of the things I love about this business is …"
>
> "One of the reasons I was drawn to this …"
>
> "One reason I decided to sell this was because …"
>
> "I fell in love with the product …"

Then mention something the business has done for you financially like this:

> "I was recently able to take my family on a trip to Disney with the income I've earned."
>
> "I was able to pay off my student loans."
>
> "My extra income pays for my son's hockey and my daughter's dance classes."

Then, talk about something personal the business has done for you:

> "My self-confidence has grown tremendously."
>
> "I love the great friends and the support they've given me."
>
> "In addition to a really great income, the company also offers fabulous travel trips. My husband and I just returned from Hawaii."



REMEMBER *Sprinkle* these points. Don't tell one big story about all your trips.

Toward the end, the fifth point of interest is your actual recruiting talk. It can sound something like the following:

> "You've watched me do the event this evening. You've seen that my job is quite simple and that it's a lot of fun. Now maybe many of you are thinking, 'Wow, an extra $600 a month really would be nice but I've never been in sales. I've never done anything like this before. What if I don't like it once I've started?' That's what's really awesome about our company; they literally give you a chance to give it a try.
>
> "It's a pretty minimal investment, and if you give us a month to a month and a half, do a handful of events, you will typically have your investment paid off and start to earn an income. If any one of you would like additional information, please let me know and I will be more than happy to provide it for you.
>
> "If you find that it's not for you, you can simply walk away with nothing lost. But you may find that you like it. It's a great way to make friends, earn income, and have a more flexible schedule."

If you have properly sprinkled these five points of interest, you're going to get people wanting more information.

With online events, think of a five-day event where you can make the five points of interest into five different posts at some point during the event. When you're Live, you want to enthusiastically share some of these points so that people can hear your excitement.

With network marketing or affiliate/influencer marketing, you are likely to invite them to a webinar, watch a company video, or go live

on one of your social media platforms. It's important to keep these five points of interest in mind when doing follow-up or if you are creating your own Power Point presentation. If you're going Live, it's important to weave these into your delivery.

Avoiding Losing Leads

Recruiting is like fishing. You have a line with bait on it. You throw it out. You get a bite. What do you do? The first thing is set the hook. It's just a little click. Then reel it in slowly. If it's a big fish, you pull back, give it a little room, then reel it in. If you scream, "Wow, I got a fish! I got a fish!" and start reeling it in quickly, what's going to happen to your fish? More than likely it's going to break the line. With recruiting, give your recruits a little room and then follow up.



REMEMBER If you pay attention to the following three types of people, you're going to give out information to three prospects. The more interest you create, the more leads you'll get. The more leads you get, the more people will join, and your recruiting will completely explode. Here I talk about the three types of people who are at your event.

The decisive, confident ones

The statistics show that you've grabbed about 50 percent of your guests' attention. Only 10 percent of those people are likely to check *Yes, I want some information.* The rest are going to sit back and watch. They don't want anybody bugging them. Interestingly enough, the people who check *Yes, I'll take some information* are not the most likely candidates to join.

The fish — The late biters

Seventy percent of that 50 percent are ones I call *the fish.* When do the fish come out to bite? At the end, when you're packing up. This group wants the information but they may lack the confidence to ask for it. They want you to ask them if they'd care for some additional information.

They come over and ask you a series of questions:

"How long have you been doing this?"

"How many nights a week do you work?"

"It seems you really enjoy your job?"

The most common question, though, is: "Would you like some help packing up?" And what do reps say? "No, thank you. I've got a system. I've got a special way I like to pack up."

Wrong! What's happening here is that the recruit is trying to get your attention and you're indicating for them to go away. Instead say, "Oh, that would be wonderful. Thank you so much. That's very kind of you to offer."

They start helping you and asking questions:

"How long have you been doing this?"

"How many nights a week do you work?"

"Can you really make good money?"

"Does your family mind you doing this?"

"What did your friends think when you first got into this?"

Try to answer for the recruit, not for yourself. Say something like this:

> "Well, I try to average two a week, but you know what I love is that I can do as much or as little as I want, depending on the amount of money I want to make."

After a few more questions, say as if it just occurred to you:

> "How would you like to take home some additional information?"

The recruit will say, "Oh, do you mind?" And another recruit sitting nearby will say, "I'd like to have that information as well." If people are standing around, observing, you'll likely give information away to two more prospects.



TIP These are the 70 percent, and they are the most likely to sign. They're interested. They're a little bit nervous. They just need you to be approachable.

The nonbiters — Those who lack confidence

The last group are the ones who lack confidence. They want you to read their minds. You'll recognize them because they'll come up to your table and will touch everything. They'll pick up absolutely everything and stare at it, and they'll stare through it, like they're not really looking at it. It's almost like they're thinking, *Could I do this? Would anybody buy this?* Pay attention to this body language.

When someone acts this way, say "That's really nice, isn't it?" And they answer, "It's all nice." When you get that answer, you know you've got to go easy and not bombard them right away with recruiting information. Instead, make small talk to make them more comfortable. You ask where they live. You say, "Oh, my goodness, I haven't done an event in that area in a long time. I'd love to get back to that area." "Really?" "Absolutely." Then continue to pack and say, "Tell me, where do you work?" "Right now I'm between jobs and I haven't really found anything I really want to do." You ask, "Is this something you have ever considered?" "Oh, I don't know."

They don't say yes and don't say no.

Then you say, "How would you like to just take home some information? I'll give you some information on hosting as well as our business opportunity and I'll talk to you in a couple of days, and if nothing else we could do an event. I would love to get back in that area." They said, "That sounds great."

For network marketers, affiliate marketers, or those doing online events, identify these types of people, and then do proper follow-up in order to determine the level of interest (refer to the next section).

MAKING SURE YOU DON'T BLOW IT — WALK AWAY

Two women, Brittany and Rachel, are both interested. Brittany wants some information, but she's not saying so. Rachel says, "Yes, I'd like some information." Brittany is thinking, *Oh, I'm just going to watch and see how this plays out.*

When you read the customer information forms, you see that Rachel has checked yes, she wants some more information and you're excited. What do you do? You run right up to her and say:

> "Oh, Rachel, I see here that you wanted some information. You're going to love this. This company is so wonderful. I've been in this company now for three years … me, me, me, I, I, I … In fact, we have a special kit sale that ends soon. If you sign up now, you can take advantage of that!"
>
> And Brittany is thinking *I'm so glad I didn't check yes.*

What should you do instead? If it were me, I'd walk over and say something like this:

> "Well, Rachel, I see here that you wanted some additional information. I have some for you; why don't you take this home and look it over, and I'd love to give you a call tomorrow or the next day to see if you have any questions. How does that sound? Okay. Wonderful. Does tomorrow work for you? Awesome. I'll look forward to chatting with you then."

Walk away. As much as it kills you, walk away — and as you're walking away, what do you think might happen? Brittany now says, "Excuse me, can I have some additional information as well?"

This is where you planned ahead. You grab another packet of information, stay calm, take it to Brittany, and say this:

> "Brittany, just like I told Rachel, take this home and look it over, and I'd love to give you a call tomorrow or the next day. Does tomorrow work well for you, too? Okay. Wonderful. I look forward to chatting with you then."

And walk away.

Using Follow-Up

When it comes to recruiting, nothing is as important as follow-up. Chapter 17 includes a lot about follow-up and customer care. Without good follow-up you can possibly lose the leads that you worked so hard to get.

So many times I see people skip over this part of the recruiting process when really it's easier than capturing the lead in the first place. If you have a lead from an event who's ready to sign, literally all you have to do is follow up and get them to sign up. Whether that means helping them do so over the phone or sending the link to your website, it shouldn't take more than five minutes.

If you have a lead from an event who is on the fence and you told them you'd be in touch within a couple of days, don't wait a week. By then, they've already talked to someone else and signed up with a different company. Call or text message them.



TIP If you're new to recruiting and are unsure of some of the questions people may ask, call your upline leader for some coaching. Ask if your leader wants to be on the phone as well. In fact, I encourage this with your first recruit. That way, you'll know what to say with your future leads.

Recruiting on Social Media

Social media is a great place to find leads. Many direct sellers run their entire businesses online, with their hosts becoming the perfect new team members. (Don't miss Chapter 9, which has detailed coverage on using social media in direct sales.) Here I discuss how you can use different social media to recruit.

Facebook

Facebook (www.facebook.com) Groups for direct sales are the perfect place to meet new people, trade business tips, plan events, and purchase products.

I'm a member of several direct sales Groups on Facebook. I'm always seeing people posting questions about new direct sales companies, many of which are asking because they themselves want to join. They say something like, "I'm looking to start a new business. What are the benefits of your company?" That's the perfect opportunity to find a prospect, and you didn't even do any work.

Other Groups have different theme days, such as Opportunity Wednesdays, where you can post about your business and how great

your company is. I suggest you join many Groups because each one has different unique attributes and reaches many different demographics. There may even be Groups in your area where you can set up local events to help generate leads as well. Check out Chapter 10 for more information about using Facebook.

Instagram

Instagram is a great place to showcase your products as well as your business opportunity. On Instagram, you can share videos or images to create interest. Chapter 11 goes into more detail.

LinkedIn

LinkedIn (`www.linkedin.com`) is another great place for generating leads for your business and one of the best places for recruiting online. LinkedIn is more of a professional platform where you can find people in your area and connect with business associates. What's great about LinkedIn is that you can build onto your business with just your profile. You can set up your profile with as many keywords as you'd like in order for people to find you.

YouTube

I love YouTube (`www.youtube.com`) for generating leads, because when I put a video out there, it's me. People can see who I am, how I present myself, and what I have to say. It's the perfect place to show your true self. Besides that, people love videos. They'd much rather watch a two-minute video about you talking about your products and company than read about it.

In talking to representatives, they tell me that they generate more leads from their YouTube videos than anywhere else. Making and uploading videos is so easy, too. Most computers have webcams built in. All you have to do is turn it on, start talking, and upload. You can use your tablet or smartphone as well. Use popular keywords in your YouTube video descriptions and be sure to keep your videos under three minutes. Chapter 11 explains more about how you can use YouTube.

Chapter 19

Conducting Interviews

IN THIS CHAPTER

- **Drumming up interest in the opportunity**
- **Interviewing potential recruits**

As wonderful as it would be if people would come to you and ask to join your business, that's usually not how it happens. In fact, it hardly ever happens that way. I've done close to 3,000 parties, and this scenario has only happened to me a handful of times.

In this chapter, you find out how to create interest with your prospects about joining your team, help them discover the opportunity without intimidating them, and interview them to determine whether they would be a good fit.



REMEMBER When you get right down to it, there's a simple formula for adding people to your team: You create interest by creating desire for your job. You then generate leads by giving information and then following up with an interview.

To be absolutely clear, I don't mean *interview* in the sense of a traditional job interview. I mean interview in the truest sense of the word — where you discover information about your prospect and the two of you together determine whether the opportunity is a good match.

Setting the Stage: Creating Interest

In Chapter 18, I discuss how to sprinkle opportunity seeds throughout the event. *Opportunity seeds* are references to the benefits of being a representative of the direct selling company.



REMEMBER Always offer information to guests three times. First at the opening, then in your recruiting talk, and finally when you're closing the customer.

Here's an example of a recruiting talk I've done hundreds of times:

> "As I've mentioned, now more than ever, people are looking for a fun, flexible way to make some extra income. You've seen that my job is quite simple and it's a lot of fun. Now, many of you may be thinking *Wow, an extra $800 a month really would be nice, but I've never been in sales. I've never done anything like this before. What if I get in? What if I don't like it?* What's really awesome about our company is they literally give you a chance to give it a try.
>
> "They give you all the tools you will need and make it easy to get started. So if any one of you would like some additional information to take home with you, please let me know and I will be more than happy to provide it for you."



TIP When you've helped guests have a great time and quickly shared the benefits of the opportunity, people will *want* the information because it's a low-risk way to find out more.

You can share this same information online with a post or with your recruiting talk during the live portion of the event and say, "If you'd like more information, please comment below or feel free to private message me."

You can also create interest online on your social media sites (see Part 4 for more). Videos are a popular way to generate interest because they're easy and quick to watch and share — plus they give people a really good idea of what your company is all about. People like to do product videos and "unboxing" videos (where you open your kit and show the products), upload them to YouTube, and post links to them on social media and through email.



TIP Whether you offer the opportunity to a room full of guests, online, or via a live video on social media, give very minimal information because too much information can be overwhelming. Don't share facts about the compensation plan, details on incentive trips, information about the various ranks of leadership the company offers, and so on. When leads hear too much information, self-doubt can creep in — doubt about whether they can hit a qualification in a compensation plan, earn a large number of points for an incentive trip, or recruit a large number of people. Simply let guests know that this opportunity could meet a need they have right now and offer them the information to learn more.

Asking for an Interview

Remember, this is just follow-up. Although you may be nervous about asking for the opportunity to interview the lead, you won't be using the word *interview,* and they likely won't even realize that they're being interviewed. They'll just think you're getting to know them, which is exactly what you'll be doing: getting to know the lead so you can share the information needed to make an informed decision.

Knowing how to ask

As you hand the information to a guest, even though you're very excited, you'll simply say something like this:

> "Why don't you take this information home and look it over, and I'd love to give you a call tomorrow or the next day to see if you have any questions. How does that sound? Okay. Wonderful. Tuesday or Thursday, which one works better for you? Thursday? Awesome. I'll look forward to chatting with you then."

When you find prospects online, you need to send them the information digitally. Follow up with these leads as soon as possible — within 12 hours. A good plan is to be prepared with the information in a folder on your desktop or on your phone. Refer to Chapter 18 where I

discuss being prepared with this information in one place on your hard drive so you can email it with no delay.

And now your first interview is scheduled. It's really that simple!



TIP Although it may go against every instinct you have, after confirming the interview time, *stop talking and walk away.* The reason it's important to calmly walk away is because the person sitting quietly nearby has been watching, wanting to know whether they should risk asking for the information or whether they'll be overwhelmed with questions or a hard sell on the opportunity. By making that process low pressure, you just proved that asking for some information on the business is a low-risk question.

Another common way to ask for an interview comes at the close of the event, when you're sitting with each guest individually to take orders. Part of a full-service checkout is asking, "Are you interested in learning more about the company?" If the lead says yes, simply use the same kind of verbiage to get a follow-up interview scheduled.

Identifying who to ask

There's a simple answer about who to ask — anyone who shows interest enough to request some additional information.

As soon as you consider sharing the opportunity with someone, your brain will immediately tell you all the reasons why they wouldn't want to enjoy the benefits of being an independent representative:

- Doesn't need the money
- Too busy as a (fill in the blank)
- Doesn't really know anyone
- Would never do this business

But the truth is that it's impossible to know what is going on in someone's mind and heart. There's no way to predict what will motivate someone to consider going into this business. So it's important not to prejudge anyone.

Interviewing a Potential Recruit: Phase 1

An interview has two phases. The first phase is the follow-up, which I discuss in this section. (I discuss the second phase in the section, "Interviewing Your New Team Member: Phase 2," later in this chapter.) Your potential recruit usually won't even recognize that you're interviewing them, which means, if all goes as planned, they'll be relaxed and won't be nervous.

Conducting the interview in three steps

Follow up with a person who accepted some information on becoming a consultant. You conduct this casual interview by phone or video conferencing. Here are the three steps to this short interview:

1. **Ask whether there are any unanswered questions after reading over the information.**

   So many people don't know what to say, so they resort to talking about themselves and, generally, share too much information. Sometimes, you can even talk someone *out* of joining. When you focus on what the *lead's* questions are and what benefits they're looking for, you're addressing the lead's interest, not your own.

2. **Ask what grabbed the lead's attention as to how this business could be beneficial.**

   TIP Stay focused on what's important to the lead, not what's important to you. Here's an example of how I lost a good lead: I was so excited that I went on and on about how much I loved the incentive trips and how easy it was to earn them. She ended up not joining. When I asked her why, she was afraid to fly and knew she'd be able to earn the trip and then

wouldn't be able to go, and that was too much pressure.

3. **Ask how ready the lead is, on a scale from 1 to 10, to get started.**

   One means I'm not ready to get started, and 10 means I'm ready to sign up right now. For a response ranging from 2 to 4, ask, "What are some of your concerns?" If they replied with a 5 to 8, say, "Okay, what is holding you back and how can I get you to a 10?"

Handling indecision

A potential recruit may be on the fence and have difficulty making a decision about the business. When that's the case, offer the win/win option of having a decider party or event. A *decider event* is simply an event the lead hosts, and at the end of the event, they decide whether they want the earnings and the host credit or just the host credit. If they decide they want the earnings, then that evening the lead signs up as a consultant online, and you help enter the evening's orders as their first event. If the lead decides not to join, they'll walk away with free credit and half-priced items — a win/win for sure.

For network marketers that aren't interested in joining the business but are still interested in the product, suggest signing up as a preferred customer or on an autoship subscription where they may receive a discount on the product.

Really, this first interview phase is all about getting someone to closure and to making a decision to give the business a try.

Understanding what "no" really means

As a direct seller, you'll hear no. And you'll most likely hear it often. Get used to it. But here's something important to understand: *No* doesn't mean *I don't like you* or *I don't ever want to join a business like this*. *No* means *Not right now*. After all, the lead did have a spark of interest.



REMEMBER Right now, your lead isn't ready or might not have the confidence to move forward. The timing isn't right. People's lives are always changing. Stay friendly and in touch because one day circumstances may be different, and the timing may be perfect.

In my experience, a new rep will hear "yes" just once for every ten times they offer the opportunity. This rate will improve to two or three in ten as they gain more experience. I tell you these numbers for two reasons:

- So you're not surprised when you don't hear yes more frequently
- So that when you set a goal of bringing three team members aboard, you're mentally prepared that, statistically, you'll give information about 30 times

That's also why this first phase of the interview is just a simple scheduled phone call or video conference. Making 30 phone calls is easy and doesn't require an inordinate investment of your time. If the number 30 seems overwhelming to you, remember that you won't be scheduling these interviews all at one time. More like in groupings of three to six, using the Power Hour system (see Chapter 5) — unless you happen to hand out 30 information packs in one week, which is absolutely *amazing* — and you'd be well on your way to quicker success than most people have ever dreamed.

Remember, your lead is likely a good customer, so treat them like one. Often, as trust develops, they may become your next team member.

Interviewing Your New Team Member: Phase 2

After your new recruit has signed, you should immediately schedule the second phase of the interview. The second phase is a discovery of what the new recruit wants out of the business. For example, say something like this:

"Lisa, I'm so excited that we'll be on the same team!

> There are a few things you'll need to know, so let's plan a quick chat. It'll take about 30 minutes, and I'd like to schedule that as soon as possible. We can jump on the phone, but I'd like to send you a Zoom link. Does that work?"

With so much of our business done online, a video conference call is likely to be the preferred choice. It's like an in-person meeting where you both can see each other's personality and energy and get to know each other better. Being able to have a face-to-face interview allows you to bond and cultivate a friendship. Showing the recruit that this business is flexible will allow them to see how simple it really can be.



REMEMBER Whether over the phone or via Zoom, email them a couple of things to prepare for the interview, including the following:

- Ask them to bring a calendar and a notebook.
- Include a *goal sheet* (where they write down their goals, how many days they want to work, how much income they want to make, and so on). Chapter 5 discusses how to set goals.
- Prepare any questions you'll ask them, including possible dates for their launch event, and provide a sheet for outlining their contact list.

Leading the meeting: What to say

When you begin, smile warmly and let the recruit know how happy you are to have them on the team. Stick to the following steps during this meeting:

1. **Start by getting to know the recruit.**

   Ask about the recruit and their family, where they've lived and worked, and what they enjoy. Doing so will relax them because everyone is comfortable telling their own story. While they're sharing, you're learning what you have in common, which creates a good feeling and engenders trust. ("My uncle is also from Syracuse!" "Reading is my favorite hobby, too!")

2. **Steer the conversation to find out what the recruit's why is without actually asking that (possibly intimidating) question.**

   Alternate asking questions and offering your answers. Say things like, "What drew you to this company? For me it was …" and, "What do you hope to gain from this experience?" These questions get you talking about the company and why they joined.

3. **Ask to see the goal sheet you asked them to bring.**

   You can find out how much they want to work, how much they want to make, and whether the two of those things are in line.

   What often happens is that people want to make $1,000 a month, but they only want to work one day a week. Using a goal sheet can help the recruit key into what is reasonable by clearly spelling out their goals and making a plan to achieve them. When you find out how much money they want to earn, find out what they plan to do with that income — go on a trip, pay off a car loan, get rid of credit card debt? Knowing this information can help you discover what the recruit's *why,* or *purpose,* really is and will help you later coach them to success.

   One of the biggest reasons people leave direct sales is because their expectations and goals don't match. You need to tell the recruit to adjust how much they want to earn or how much they want to work. People leave because they never earned the $1,000 but the truth is that they never worked enough to make that income.

Starting training

The last part of this interview is actually the beginning of training. During this part, you'll give your new team member simple tasks they can accomplish immediately:

- **Schedule a launch event.** Have them set a date for their first

event. Depending on the company you're with, this may be called a launch party, grand opening, or debut, or something along these lines. You also want to explain to them what a back-up launch is and why it's important. See Chapter 7 for a lot more on launch events.

- **Assist creating a booking/customer lead notebook.** You'll help them begin creating a contact list to use for inviting people to the initial launch or for identifying people who may be interested in the product. Make sure you explain why inviting people from all aspects of their life and not just family and close friends is important. Chapter 7 provides more on this.

- **Determine business hours.** With their planner in hand, ask whether there are any regularly scheduled family or career commitments, such as Little League practice on Tuesdays. Make sure those days are in their planner for the next few months. Then ask your new team member which days they want to have events on and emphasize the benefits of circling those days in the planner, explaining that by having a regular schedule, this business is much easier and more fun.

- **Explain company programs.** Go over your company's 90-day new consultant rewards program (this may be called different things depending on your company, for example Fast Start, Great Start, Jump Start, or Heart Start). No matter what it's called, it usually rewards three levels of accomplishment. Help your new team member set a few goals for achieving the first level — but don't overwhelm them by planning out the entire first 90 days of their business. Network marketers and social sellers often have set times for Zoom meetings that offer training or review the opportunity — get these on their calendars.

- **Explain the important of bringing a friend.** This is one of the most important things you need to do — talk to your new team member about a friend who they think would enjoy the business too. Explain that asking a friend to join not only helps with earning the rewards of the 90-day starter program, but it also makes the business fun. Having a friend join gives the new team member someone to bounce ideas off of, share experiences with, and celebrate achievements together.

- **Mention the company's virtual office.** If they don't have their website set up, assist them with doing so. Sharing a navigation sheet of information may be helpful so they know what's important to look for and where to find it. People say the incredible amount of information in a company's virtual office can

be so overwhelming and intimidating that many decide the business isn't for them before they even get started. Make sure you let your new team member know that you can schedule a second call to go over how to put an order in and other such logistics. If the company has a "new consultant training center," then direct them to that area of training first.

The best part about this meeting is that you've begun building a relationship that includes personal trust and professional respect. The second-best thing is that using this system makes the interview and the new relationship easy.

Chapter 20

Sponsoring New People and Leading Teams

IN THIS CHAPTER

- Helping new team members create healthy business habits
- Assisting your new recruit with a launch event
- Understanding what it means to be a leader

Sponsoring a new team member and becoming a leader shouldn't be scary or overwhelming. It's an exciting time; you have your first recruit! That's awesome! When you joined the business, do you remember how you were trained? What types of things did your upline leader do to help you get started in your business?



TIP A good way to ease into leadership and training is to think about how you were trained and start there. I help you fine-tune the rest.

Often I see representatives wait to start really leading their teams because, they say, "My team isn't big enough" or "I don't know how to lead."

This chapter focuses on the areas that you, the sponsor, can focus on while working with new recruits to help them create habits that will bring them success from the very beginning of their business.



REMEMBER This chapter is a learning process. You'll make mistakes along the way and that's okay. No one expects you to know everything overnight. You'll learn and grow as you go. A lot of people are behind you willing to help, offer advice, and share what they've learned along the way. You have multiple resources, both within your company and outside it. Stay positive and be honest and sincere. Encourage others and you'll gain respect from your team members. Together you'll successfully navigate through this amazing industry.

Understanding Why Your Role as a Leader Is So Important

Don't second guess yourself; you began leading the minute you signed your first new team member. Your purpose as a leader is to help build confidence in your new team members, support them with their first events, and be a friend and encourager. When your new team member gets off to a strong start, they're setting the pace for their business.

Ideally, like you, they need to begin by starting their business with two launch events (in person or online), scheduling four additional appointments or events on their calendar, and recruiting one new team member. Obviously, not every person who joins your team wants to be in the business full time. Many just want to be a hobbyist. However, by having these things accomplished within the first 30 to 45 days, they're creating momentum and are more likely to continue with a successful business.

Interviewing new team members when they join is important so that you can get to know them personally and find out what their goals are for themselves and for their business. See Chapter 19 for information on interviewing.



TIP If you help team members with the following, they'll most likely recoup the money they invested in their business starter

kit and earn additional profit. They'll also achieve bonuses offered by most direct sales companies through their new consultant rewards program. Accomplishing these goals will get them established and often help catapult them to a new level in the compensation/career plan.

Encouraging your new team members

Being an encourager and establishing a relationship is an important part of building self-confidence and excitement for their new business. Instead of hours of training, having quick, consistent contact with your new team member is more important.

Nowadays people want information in bite-sized chunks — they don't want numerous guides and documents to follow. In fact, when I ask individuals why they joined a direct sales company and then never did anything with it, the top answer is: "I signed and then never heard from the person who sponsored me." They feel abandoned. That's why consistent, quick communication helps people feel connected.

The next most-common answer goes like this: "There was so much information that it was overwhelming. I work full time and have three kids, and there's no way I'll have time to learn everything."

Being realistic

Let them know that it will take them months to get through the training in their virtual office, so it's important and completely okay to take their time, and that you (the leader) will help them with the most important things they need to know to begin making money right away. Focus on your company's new consultant rewards program, which is designed to help new people achieve success, earn product rewards, and generate income in their first three months of business.

Getting a New Team Member Off to a Great Start

Helping new team members get off to a great beginning is key because a large percentage of people who purchase a business starter kit from a direct sales company never make a single sale or recruit a team member — often because they don't have anyone to guide them to success. By helping your new team members, you become the mentor who guides them.



REMEMBER First steps first: Establish a relationship, set a date for their launch, and get them familiar with the new consultant rewards program. Help them with bringing a friend to join also. The following sections focus on having a successful launch event and how you can help.

Focusing on having a launch event

Whether you work with a Network Marketing model, Social Selling model, or Influencer/Affiliate model (see Chapter 2 for more on models), you want your new recruits to take advantage of having a business grand opening, usually called a launch event (see Chapter 7 for more on launch events).

Imagine how excited you'd be if most of your new recruits had a launch event that resulted in above average sales, four to five bookings or appointments, and their very own first team member. I've found that with a little time investment, that can often be reality. It's how I built several million-dollar teams myself, and it's how I've trained thousands of leaders to build them, too. Some of the most successful leaders I've trained produce millions of dollars a year in team sales.

The best way to get your new team members off to a great start is to help them with their first launch event. By allowing your recruits to learn from you in an event setting, they'll discover how to conduct a successful event, get bookings, and secure strong recruit leads.

Obviously, if you live far apart, or if you're recruiting several people a month and you're trying to maintain your own business, helping with every launch event may be impossible. But if you're adding one to three new team members a month, assisting them with their launch event is a great use of your time and will generally result in higher sales, more bookings, and a recruit, all in their first event.

Your success at holding events, securing bookings, and recruiting team members took practice for you to develop. Even though your new recruit has likely seen you do a presentation (if you recruited them from a previous event), they were viewing the event with a different set of eyes — either as a host or as a guest. They probably didn't have the mindset of "I'd better remember what she says — I might be doing this in a few weeks, too!"

With so many people joining directly online, they may have never seen

an actual event, and assisting them will be beneficial.

Helping with a launch event: The how-to

By assisting with the event — by doing the opening, closing, and recruiting talk — you're giving your recruit the help they need to get the business off to a great start. All you'll leave for the team member to do will likely be the product demonstration.

Many of the network marketing companies and other social sellers use sampling to garner interest in their products. Samples may be free to the new consumer or be available in a smaller supply, such as a week or two, to make pricing more attractive. Some companies provide sampling packs, whereas others allow distributors to purchase product and divide it into sampling packs.



TIP Here are some tips you can use to help assist your new team member at their launch event. If it's an online event, most of these same tips apply:

- **Have the new team member use their starter kit:** You've probably had the opportunity to build up your kit with additional products. However, while you're training your new recruit, you want to show them that their kit is all they need to be successful.

  REMEMBER You can, however, bring a few additional items that your new recruit would like to earn from their launch event or if the guests are interested in a particular item. But your new recruit's investment in their new starter kit should be all they need to run effective events.

- **Do the opening talk.** Helping your new recruit with the event opening is beneficial not only to the recruit but also to the guests. Welcome all the guests and let them know that their friend has started a new business with some great products. Talk to them

about how they can help by booking their own event so that their friend gets off to a great start. Don't forget to mention the benefits of starting their own business. See Chapter 15 for more on opening talks.

- **Allow your new recruit to do the presentation.** The new rep should do the "guts" of the party — the product presentation. They'll want to share with their friends and family why *they* love the products. You're there to assist if anyone has any questions the new rep can't answer. You'll want your new recruit's passion for their business to shine through during the presentation.

- **Do the closing talk.** This is another part of the event that you'll want to do for your new recruit. Thank the guests and let them know that everything they purchase helps their friend get started with the new business. You'll always want to give effective booking and recruiting talks for your new recruit — especially if they've forgotten to.

  Tell the guests that if they have ever thought of doing something like this, now is the perfect time. They can grow their business together with their friend. Let them know that statistics show that people who join the business with a friend have a greater chance of being successful, so offer them information if they're interested in taking a closer look. Joining with a friend can be a perfect time to give a new business a try. See Chapter 15 for more on booking and recruiting talks.

- **Have the new recruit complete the order checkout.** Make sure that your new recruit goes through the checkout process with their guests, which reminds them that their purchases are helping their friend and not you. You're still be available to answer questions, encourage bookings, and create the desire for starting a business.

- **Know your recruit's schedule.** Before the launch event, discuss with your new team member what their schedule is and what days they plan to work. Be sure to have a copy of the recruit's calendar with you with highlighted dates so that you can go ahead and actually get bookings dated for the recruit.

If the event is an online event, you won't be able to assist with checkout or actually book new events in the recruit's calendar, but you can coach them on these things prior to the event, usually via Zoom. If they want to schedule a five-day event on Facebook or some other platform, then do the live portion of the event via Zoom where you can join in the event.

The goal of assisting your new recruit with the launch event is to

- Help them achieve above average sales
- Secure four to five bookings within 30 to 45 days of their new business
- Get at least one recruit

INCORPORATING NEW CONSULTANT REWARDS PROGRAMS

Most companies have a Fast Start (or similarly named) program to assist new representatives in achieving profit and rewards quickly. Such programs are designed to help representatives build a strong foundation for their business during their first three months. As a leader, it's your job to both direct and inspire your new team members as they work toward achieving sales and recruiting goals. As your new representatives follow simple and proven benchmarks, they'll find themselves on the road to business success.

One of your main objectives is to get all of your new team members through their programs. It not only acts as their first achievable goal, but it also helps them earn additional product and rewards, earn commission, and build a team. Most new consultant reward programs are laid out with mini-goals to help new representatives achieve bookings, generate sales, and recruit new team members quickly. Usually, the end result of completing the program is a promotion to a higher rank, sometimes with an increase in pay. It also helps establish healthy habit patterns in their new business.

Revisit the program regularly. When people are new they sometimes miss deadline dates. Don't assume that everyone will understand everything. It's a shame for people to miss out because they're just a few dollars short. As a leader, it's up to you to make sure that your team members know how to see where their sales are so they can stay on track and achieve their rewards program goals.

If you don't live in the same area, if it's against your company policy,

or if you find you're just too busy with your own calendar, then coach your recruit appropriately on how to do an effective launch event.



REMEMBER Even though the launch event may not be directly income-producing for you, it produces income in the long run because you're setting new members up for success.

See Chapter 7 for much more on launch events.

Being a Leader — What It Means

Some people will join your team because they want to earn extra income or be recognized for their accomplishments. Others will join because they want to be a part of a community. Regardless of why they join, they'll engage and participate more when they know that you appreciate and value them.

Let me repeat myself: People usually join because of the product but they stay because of the people.



REMEMBER When things get tough, as they often do in sales, *relationships* will power them through the challenging times. Making people feel important and showing that you care will often contribute more to their success than extensive training can.

During the first month of your direct selling business, your sponsor will most likely help lead and train those you recruit because you'll still be mastering the skills of booking, selling, and recruiting, as well as learning how to do a product presentation.

After you master these skills, you can begin learning qualities and characteristics of a good leader. A leader does these four key things, which I discuss in the following sections:

- Sets goals and builds vision in others

- Trains team members
- Coaches team members
- Mentors team members

Setting goals and building vision in others

Building vision in others is one of the most important things you'll do as a leader. Many people don't have a vision for their lives, let alone for their new business. The reason that's important is because it's difficult to set goals without a vision.

A *vision* is a big picture of what a person wants in life. Building vision in others is important because it helps them remember their *why* when they face challenges and helps them power through them. As someone who has become a leader, you know that whether it's hearing no, adhering to a busy personal schedule, working with an unorganized calendar, or dealing with personal situations, you'll encounter challenges when building a business. (Chapter 4 discusses vision in greater detail.)

When those challenges come, your new reps need to be able to focus on the vision, or purpose, they're working toward so that the challenges are put in perspective. Without your help, the majority of your team members may not have a clear vision of how they want their new business to impact their lives; so when the challenges come, the challenges are what they focus on. By helping them build vision, you give them *staying power!*

After you help a team member clarify their vision with plenty of details, next you'll have to help identify the goals they'll need to reach that vision. Initially, these could be things like achieving the company's new consultant rewards program, booking four events a month, or bringing in two new team members.



TIP Have your recruit share their vision with three people who will be supportive — perhaps another upline leader, a family member, a friend, or a member of their team. These people can help the recruit keep an eye on the prize (the recruit's vision) as well as hold that person accountable for doing what it takes to achieve it. I've found that having team members create a vision board with pictures that represent what they're

working toward is helpful.



REMEMBER Regardless of how big the vision is, you achieve it by breaking it down into small steps (goals) and meeting each goal until the vision is accomplished. Chapter 5 provides more specifics about meeting goals.

Becoming a trainer

For most people training others is extremely scary. In fact, it's the fear of training that often holds people back from recruiting. Many people avoid leadership within a company because of this fear.

Being a trainer to a new representative isn't difficult. Some people have natural abilities in this area (this has always been my strength). Even if you don't have that ability, don't worry. The good news is, with all the technology and multiple resources available to you, you don't have to figure out what to train — you just have to execute a good system.

Usually, a company can provide endless resources. You don't have to reinvent the wheel. You may have to pull the most important pieces of information and feed it to your new recruits in bite-size chunks. You may need to email them a cheat sheet, so to speak, telling them where to find the necessary information. But the *what* of training is probably already done for you.



TIP Put together a checklist of things your recruits need to learn and where to find them. Then follow up with them. You can even post some of these trainings in your social media groups.

Table 20-1 shows you the main things your recruits need to figure out right away. This table breaks down the different direct sales models.

TABLE 20-1 What Your Recruits Need to Know

How to do a launch event		
How to set up their personal website		
How to [illegible] social media strategy		
How to bring in their first recruit		

How to use company tools (for example, videos and links)
How to place an order
Where and how to order additional business supplies

Coaching team members

Plenty of programs out there will let you spend thousands of dollars on becoming a certified coach. You probably don't need those programs. This section outlines basic skills you need to coach a team member to success.

As a coach, you work with your team members to do the following:

- **You help them determine a game plan based on their individual goals.** You then encourage, direct, and redirect toward those goals.

  When I first began coaching, I made the mistake of assuming that all my team members wanted what I wanted — to create a full-time income with their business — so I was encouraging them to meet goals of eight parties and two recruits a month. You can imagine how overwhelming that was for representatives who only wanted to earn a part-time income.

- **You ask questions and are a good listener.** During an initial call with a new team member, ask what they want to achieve with their business within five years, three years, and one year. (Asking about their long-term goals first will help them to begin to think realistically about what they need to do to reach short-term goals.) Then ask what that would look like for each quarter and then for each month.

  For example, someone working their business more seriously might want to make an income of $60,000 a year. That's $15,000 a quarter — $5,000 a month. Someone working their business as a side gig might want to earn $10,000 a year. That's $2,500 a quarter — $833 a month. Based on each team member's average event, you can help them determine how

many events they need to have, how much product they need to sell, or how many preferred customers they need to reach that goal.

After the goals are determined, you won't need to discuss them in depth during each call. Instead, you'll ask the team member how they're doing regarding their business. When they respond, ask them if they're happy with that. Your conversation might go something like this:

> "So, Katie, how are you doing with your business?"
>
> "Well, I've had three events this month, and sales were good."
>
> "Are you happy with that?"
>
> "I'd really like to get more bookings."



TIP Although the initial response sounded positive "sales were good," by asking whether she was happy with that, you allow her to tell you exactly what she wants to be coached on, rather than assuming she's satisfied because she gave you an upbeat answer.

After you know what they want coaching on, ask more questions:

> "Tell me, what do you say during your booking talks?" or "What booking seeds do you sprinkle throughout your events?"
>
> "Tell me, what kind of response did you receive on your social media posts?" or "How many sample packs have you given out this week?"

The more you ask about, the more you can pinpoint where they may need to do some tweaking.

- **After you know their goals, you design your coaching based on what the recruit wants.** Representatives who want to earn $400 a month won't want a weekly or even bi-weekly call from

you; touching base once a month is sufficient.

- **You provide encouragement.** What you learn during your calls will help you direct each representative to the training they need. You'll also discover opportunities to mentor those who are interested in a closer business relationship.
- **You recognize and congratulate those who are doing well.** Great coaches are also cheerleaders. Cheer them on when they're doing great, and be ready to pick them up when they're feeling down. Offer solutions when they ask for them.
- **You make everyone feel valued.** You need to make each person feel that they are an important part of the team so they will stay in your organization and be productive. One of the mistakes people make is that they tend to only coach people who need help. I hear this all the time: "I'm typically one of the top sellers on our team, so I rarely hear from my leader." I also hear: "I never hear from my leader because I'm not a top achiever."
- **You hold people accountable.** Your coaching allows your team members the benefit of being accountable to someone — some people actually work harder because they know they'll have to "account for their ability" to you. For some people, being self-employed is difficult; knowing that they'll be accountable to you makes them achieve more.

As a leader in direct sales, you'll wear your coach's hat most frequently during individual coaching calls to team members. Coaching calls shouldn't be more than 30 minutes long but can take as little as 10.

Here are a couple of things not to do as a coach:

- **You don't always need to have a solution or fix problems.** Sometimes people just need to be heard. If you're offering advice, always start with a compliment first — mention something they do well. Then offer advice on what they may need to improve on.
- **You don't instruct and teach.** Instruction and teaching are done when you're wearing your *trainer* hat. Coaches also don't work alongside people, allowing them to gain from observing a more seasoned professional — that's *mentoring.* (I discuss mentoring in greater detail in the next section.)

Mentoring team members

I'm glad "mentoring" is becoming a more commonly used term, because I've discovered that mentoring is a powerful tool and creates

an incredibly effective relationship. No matter where you are in life, you should have a mentor and also be a mentor. Your mentor should be someone who is where you want to be professionally. Try to choose someone who is at least two levels above you.

The following sections examine what mentoring is and how you can mentor people on your team.

Understanding what mentoring is

Mentoring doesn't mean teaching someone the ropes, nor is it simply being encouraging while redirecting efforts. *Mentoring* means working alongside someone, allowing them to gain from observing a more seasoned professional.

Being a good mentor requires you to be accessible and vulnerable, willing to share the mistakes you've made as well as what's worked. The goal isn't to seem like the *all-wise expert,* but rather to let them know that you have been where they are and then show them how to get to where you are now.



TIP One of the things I often share that those I mentor identify with is how I felt when I completely ran out of bookings. (Because who hasn't been there?) Usually, after they realize that I know exactly how they feel because I experienced that or something similar, they're eager to find out what I did to change the situation. They also feel a stronger connection to me, which makes me, as a leader, seem more relatable.

Recognizing ways you can mentor

Mentoring does require an investment of time. Here are a few ways you can mentor people on your team:

- **They shadow you.** Allow a rep to listen while you make calls or observe your events. By watching and listening to someone in action, they can often learn more than by just watching a training video. Some other ways to mentor include having team members work alongside you at trade shows or sit in to observe you doing an interview.
- **You observe them.** For example, if you're mentoring a rep who needs help with phone calls, you can participate in a three-way call (have your mentee mention that you're on the call), so you

can listen. You'll then be better able to provide a tweak that can help your mentee get better results. You can do the same thing on Zoom. A simple introduction will help the third party understand what's happening.

As your relationship with your mentee grows, you'll discover more and more joy in helping others achieve their goals. Some of your mentees will grow quickly and may reach the same level in the business as you in no time. Others will take much longer. And yes, some people will decide that now isn't the right time for them to pursue the business or mentoring relationship with you.

Each of those situations has happened with people I've mentored, and because we developed our relationship through vulnerability and personal investment, we became more than team members. I'm still in touch with many individuals I've mentored over the years.

You'll find that mentor relationships are some of the most rewarding you'll experience. They're absolutely essential to success, and I treasure them for the richness they add to life.



REMEMBER Sometimes your personality may not click with others on your team. Helping them find accountability partners on your team can be a great way for them to find similarities and work with a personality more like their own.

Communicating and Working With Different Personalities

The key to succeeding in this business isn't by having the most outgoing personality but by having the right attitude as well as a willingness to work to achieve your dreams. Whether you consider yourself an introvert or extrovert, anyone can have successful direct selling businesses when they're properly trained, coached, and mentored.

Many programs and books discuss working with different personalities. Some of my favorite programs are Myers Briggs, True Colors Personality Test, Enneagram, and StrengthsFinder.



TIP You don't have to be everyone's best friend — just treat everyone with respect.

Communication is an important priority of an effective leader. I discuss four main types of communication methods in the following sections; each can be an important part of your business. The secret is knowing when to use which method.



REMEMBER Keep in mind that different generations prefer different types of communication. Try to meet people where they are and communicate with them in the way they'll best receive and respond to information.

Electronic/digital communication

Email and *texting* are quick and efficient, and they can be incredibly effective to use as reminders or for giving quick information. Send texts and emails to your team so that they have a record of information, such as when and where a meeting is and so on.

What electronic communication simply can't do is build relationships well. The reason is obvious: It's so easy for the receiver to mistake your tone.



TIP Facebook Groups are an excellent way to share information, recognition, and encouragement with your team. You can have one group where you share all your information or multiple groups for your team for different purposes — for example, photo and marketing images, new representative training, rising stars, and leaders. You don't want to share time-sensitive information with your team on Facebook. Not everyone checks their Facebook daily or keeps up with all of their notifications.

You should also encourage each new team member to set up a

Facebook Business Page — separate from their personal page. Point them to Chapter 10 where I discuss what you need to know about Facebook.

Phone calls and video-conference calls

Phone calls and video-conference calls are great for coaching team members. Video conferencing on platforms like Zoom, Google Meet, and Project Broadcast is a wonderful way to support your team, provide training, and hold monthly meetings.

They're both effective because they allow you to share your tone of voice and let the listener hear and understand what you're saying. Even if you aren't using video, it's important to remain excited because your listeners can hear it in your voice.



TIP When using the phone or video conferencing to coach a team member, keep the difference between coaching and training in mind: Coaches encourage and ask questions so that the team member discovers good answers. Trainers give instructions on how to do a task or activity well.

Happy mail (previously known as snail mail)

Is there anything you love more than being surprised by a card in the mail? Okay, perhaps a check in the mail is better, but everyone loves getting a card or handwritten note from someone special. Happy mail is a wonderful way to brighten someone's day, congratulate them on a promotion or for earning an incentive, and encourage them or let them know you're thinking about them.



TIP People tend to hang onto cards and thus be reminded of their special accomplishment. Facebook posts get buried quickly and emails get deleted. But a card is a special extension of yourself, showing you care, that has lasting meaning. To make this easy for you, keep a little basket of cards handy so they're within reach after a conference or

coaching call. You can write a personal note and drop it in the mail. People will appreciate that you took the time.

Face-to-face meetings

Whether it's one-on-one or as a group, there's no substitute for the energy and enthusiasm generated by a face-to-face meeting. It's the best way to build relationships and create a team spirit or culture. They don't have to be formal meetings either. The options are endless: You can do a team picnic, organize several team members going to a play or a show, or host an event at your home. Doing meetings at a fun place such as a restaurant often creates more engagement. On occasion, encourage people to bring guests, which could encourage others to join the business when they see how much fun it is.



TIP Whether in person or online, make your meetings enjoyable. Play energetic music before starting and after finishing. Make announcements fun, and allow as many people as possible to actively participate because communication is always best when it's interactive. When people quit coming to meetings, in a way, they quit their business. So add some energy and fun into your meetings.

Building camaraderie helps people have a more positive feeling about their business. Often people learn more from fun side conversations than from official business meetings.

Using Team Facebook Groups

Having a team Facebook Group (refer to Chapter 10 for more about Facebook) is a great way to build a community, share information, give recognition, and really motivate your team. Creating a group connects your representatives from other areas and gives them the opportunity to learn from each other and share tips, tricks, and ideas.

As a leader, you'll be the administrator (admin) of this group. If you have a large downline, you can also assign other leaders on your team admin status to help you manage the page.

Encourage your team members to visit the group rather than to simply wait to see if posts appear in their feeds. This helps ensure that they're

getting the information you and the other group admins post. Not everything ends up in a Facebook feed and what does is ultimately up to Facebook.

Here are some easy but effective tips for running team groups:

- **Use your cover photo.** Be sure to monitor and frequently update your cover photo in your groups — especially your downline page. You can post the special of the month, current incentives, reminders about conference/convention, and so on. This is a great way to showcase any important reminders for that month.
- **Pin posts.** In groups, you can pin posts to the top so that people don't miss something important. They can be reminders about order deadlines for shipping and incentives, information about new programs, product spotlights, and so on.
- **Create guides.** This is a great way to organize content and make it easy for your members to find information grouped by subject.
- **Create albums.** People love photos. Create and share albums from conference, incentive trips, meetings, parties, and so on.
- **Promote Events.** Create Facebook Events for your team meetings, conference, and so on. Post these in your groups so your team members don't miss out.
- **Create multiple team groups.** If you have a large downline and a lot of information to share, sometimes it's easier to create multiple team pages. You can have a photo-sharing group, a new representatives group, an opportunity group where people can invite prospects, and so on. But don't feel overwhelmed by having more than one — you can enlist the help of some of your leaders to help manage the groups as well.

Challenging Your New Recruits

Today's digital age has created new ways to do business in direct sales. Before social media, sponsoring and recruiting happened mainly in the local area you lived in; you welcomed new team members through your parties/shows, one-on-one appointments, and events.

Social media allows people to reach more people than ever before — and in places they may have never been! Direct sellers have the opportunity to grow their organizations across their city, region, country — and yes, even world!

You can use social media to train, motivate, and communicate with your teams. In-person meetings with your local team are still important. This section talks about setting up some specific goals and discusses challenges for new recruits.

The new representative challenges are divided up into tasks for new team members to do. You create a post for each task. As soon as the recruit completes a task, encourage them to comment "DONE!" on the original post. This keeps your new starts engaged and accountable for their success.

Complete training guides are still important for companies to have, but quick challenges are easy to implement with your busy representatives.

Challenge: Announce your business to the world

This challenge is the first to growing your recruit's business online. The day you join, you post on your Facebook wall announcing to your friends and family that you just joined [your company]. You don't want to wait to do this because it keeps your momentum going and your level of excitement up.

Here is a great example to use, or you can create your own:

> FAMILY & FRIENDS! I'm so excited to announce that I've started my very own business.
>
> When I heard about [company], I knew it was an opportunity that I couldn't pass up! [company] is famous for their _____. I went to an event, had an amazing time with my friends, and learned that I could make some extra money doing the same thing.
>
> You know that I'd never promote anything I didn't back 100 percent. I *love* the product! You're going to be seeing a lot of posts from me. If you take the time to read them, I know you'll be intrigued! I'm so excited to start my own business, and I'd love your support. PM me to be one of my first hosts or one of my first new team members. I appreciate all of you!

When finished, comment with DONE!

Challenge: Explore your virtual office

Today's challenge is to get to know your office. Focus on the following:

- Learn how to place an order.

- Learn how to enroll your first team member.
- Familiarize yourself with the layout.
- Watch any training videos or calls that are located in the virtual office.
- Learn where to order business supplies.
- Learn how to keep track of your monthly sales and commissions.

Having trouble? Contact your leader!

When finished, comment with DONE!

Challenge: Get organized

Part of doing your business outside of events is to set a schedule. It's absolutely vital to your business that you treat it like a business. Being organized will help you become confident and savvy. When you're confident, you create a great business image, which will lead to more sales, as well as sponsoring more reps.

Be sure to set aside a space to make your office. This can be an actual office, a desk, or even the kitchen or dining room table. Whatever you choose for your workspace, make sure that it's filled with the essentials. You'll need a filing system, a telephone, and a board (bulletin board or dry erase/magnetic) for goal tracking. *A goal is a dream until you put it in writing!*

A calendar/planner is your intent to be successful. Make sure to keep your calendar/planner visible and filled with events. Plan your events, office time, family time, and so on to keep you on target to reach your goals. See Chapter 5 for more on organizing with a planner.

This is a *fun* business. When you work a fun business, it's easy to spend hours on Facebook, texting and talking about your business without a lot of productivity — meaning, without making any money. Therefore, be intentional with your time and your schedule. You can get a lot accomplished in 15-minute or 30-minute increments if you block them out and assign specific tasks to the time! Remember, always make sure that your tasks are income-producing activities. Don't waste time on the things that won't grow your business! (See Chapter 5 for how to use my Power Hour system to do this.)

When finished, comment with DONE!

Challenge: Make a graphic

Graphics and images are not only visually appealing, they work! Experts say that people are more likely to interact with your post on social media if it has a photo attached to it.

Play around with some graphic apps and start to create your own. You can take photos, upload them, and add text and other images to them. Or you can create graphics right from scratch.

Play with `www.picmonkey.com` and `www.canva.com` for simple graphic design. If you want or need free photos, `www.unsplash.com` and `www.pixabay.com` are great resources. And check out the application WordSwag. These sites and applications are made for beginners and nongraphic designers. They're extremely easy and effective.



REMEMBER Make sure that your graphics that use photos aren't copyrighted. Although you want to be creative, you don't want to use celebrity images or even logos from your company's business. Using copyrighted images to promote your business can result in you landing in Facebook jail, where you aren't allowed to post any images. In extreme cases, it can result in a fine. Check your company's policies and procedures as well. Most of the time, your company has an image bank with images that you're able to use.

When finished, comment with DONE!

Challenge: Your why story

Your why story is the most important story you'll ever tell. It tells people why you joined the company and what the business has done for you and your family. For example, maybe the business has helped you pay off school debt or pay for your child's dance lessons or sports activities. Maybe it has allowed you and your family to take that much-needed vacation, save for a new car, or stay home with your kids.

Even if you're new in the business, you still have a why story. Share what your goals are or what you plan to do. Remember, nothing is too small. If your commissions paid for your tank of gas this week or your groceries, that's pretty awesome.



REMEMBER Why stories help create sponsoring leads. People will become interested in your story and start to wonder if they could also do it, so share your why story with everyone.

When finished, comment with DONE! And feel free to share.

Challenge: Invite some friends

So many people believe you need to be in the business for a while to start sponsoring. That is completely untrue! There is no better time to sponsor than right at the beginning of your journey.

Studies show that people who sign up with a friend are more likely to work the business and be successful at it — not to mention how fun it is to share the excitement of this opportunity with someone else, share ideas, and have someone to brainstorm with. Your challenge this week is to reach out to ten friends and say, "I would love for you to do this with me!"

Here are some scripts you can use:

> "Hey Brandi, I just started this new business, and I think it would be really fun for us to do it together!"
>
> or
>
> "I'm so excited about my new business! In fact, I've been so impressed with what the company has to offer as a business, I wondered if you've ever thought about doing something like this? I would love to share more about it. When can we get together?"

Sponsoring is merely having a positive attitude and expectancy. You have so much to offer — make a difference in someone's life today! Take the focus off yourself and share with others to help them with their needs. You'll also benefit through personal growth, additional income, and team building.

When finished, comment with DONE!

Challenge: Fortune is in the follow-up

You're becoming comfortable with events and are learning the ins and

outs of your new business. You have probably also met some *amazing* people along the way. When you build relationships with your customers and team members, your success will go to a whole new level.

This week's challenge is to *follow up!*

Don't forget you're in the *relationship business!* Keep a steady, positive relationship with all your customers, so that when they're out of product, they think of you.

Start on the 2 + 2 + 2 Service Plan. As soon as your event is over, set up a customer care card or file with the customer's information and what they ordered. Follow up using 2 + 2 + 2, which stands for the following:

- Two days to thank them.
- Two weeks to see how they're enjoying their product.
- Two months to see if they need to replenish their stock or add to their collection.

A great way to accomplish this is through your online customer community group. Also don't be afraid to pick up the phone. Customers won't often call you; it's up to you to build the relationship. Following up is a great investment in long-term success.

When finished, comment with DONE!

Chapter 21

Group Recruiting: Holding Opportunity Events

IN THIS CHAPTER

- **Knowing best practices for different types of opportunity events**
- **Recruiting in a group**
- **Staging and planning events**

Group recruiting requires a different approach than one-on-one recruiting does, but the great news is that it can be exponentially more effective. *Group recruiting* is when you share your company's products, profits, and programs with a group of people. Here's the exciting part: The group of people doesn't have to be, and actually will rarely be, all your own prospects.

You can do group recruiting at any number of different events, for your entire team to bring guests to. That means that your newest team members — those who are the most excited, the most scared, and the least knowledgeable — can bring their prospects to the event and leave with a new team member (see Chapter 20 for much more on working with new team members).

Independent reps often have a fear of recruiting when they start their businesses. They say things like, "I don't know enough yet," and, "I haven't read through the entire compensation plan, nor do I understand it enough to answer questions," and, "I'm still so new and haven't had a lot of success yet, so I'm not sure I know how to lead."

As a direct selling leader, you'll hold various kinds of events: team meetings, product launches, host-appreciation events, discovery connections, and take-a-looks (just to name a few). As more people work their business online, especially if your team is from many

different areas, many of these events will now be done through a virtual platform. This chapter examines these events in greater detail and explains how you can help your team with group recruiting.

Looking At the Best Types of Opportunity Events

The best types of events are where enthusiasm and excitement are built through recognizing achievements, sharing tips on how to succeed in direct sales, reinforcing individual goals and vision, and talking about the amazing benefits of this opportunity.

You can hold several types of opportunity events:

- **Take-a-look:** These types of events can be done weekly, biweekly, or monthly in your home. *Take-a-looks* are events when your team representatives can come with their potential leads to learn more about the opportunity. Take-a-looks are casual events, often held right after work. You'll have a kit set up and serve light food such as pizza or vegetables and dip, cheese and crackers, salad, and so on.

  The first part of the take-a-look is the meet and greet, where people mingle and get to know each other. After they've eaten and networked, you go over the kit, talk about what direct selling means, and share the benefits of your company's business opportunity. If you have a team spread across the country, you can also do it virtually through an online platform such as Zoom.

- **Team meeting:** A team meeting can be done in person or online. Depending on your company culture or the size of your team, it may be a weekly or monthly gathering. I encourage everyone to bring along potential recruits. The reps introduce their guests, which serves as recognition. Having guests there is a great way for them to see a variety of different reps that they can relate to, see a meeting in action, and envision what it would be like to be a part of your organization.

- **Host-appreciation events:** These are most exciting when you make them team-wide events, inviting anyone who hosted an event for any member of your team. On the invitation and promotions, mention that there will be prizes for the top sales, most number of orders, and any other category appropriate to your company. Hosts are always your best recruiting candidates, and a room (or screen) full of them is exciting. You can use the time to honor the hosts by saying something like this:

  "Thank you all so much for supporting our reps. We certainly do value and appreciate you. Many of us started out as hosts just like you." Then go on with your regular opportunity talk.

- **Service seminars:** Also referred to as *edutainment* (education + entertainment), these are great to include everyone's customers, or even invite the general public to. These events can be set up as seminars where you discuss things like what the latest fashion trends are, how to perfect your spring cleaning, how to eat healthier, how to become a label detective, and so on. Have team members invite guests because the information presented adds excitement which can lead to a recruiting talk at the end of the presentation with a recruiting talk. This causes people to become interested in learning more about the business, and you can continue with a recruiting talk.

- **Product launches:** These events show off your new products. Depending on the company, there may be a couple of opportunities for them, such as when your company launches a new catalog or additional seasonal products. Keep them fun. Invite your past hosts and guests to preview the new products. Product launches are perfect opportunities to get new bookings as well as turn those hosts and guests into new recruits.

- **A dedicated Facebook Group:** Your entire group can send leads to this group (see Chapter 20). In the group you can have a welcome video as well as testimonials from other reps within your organization. You may have a post of frequently asked questions (FAQs) with answers as well as ways to overcome common objections. You can also hold your take-a-look meetings in this group if you choose.



TIP Encourage team members to bring a guest with them to every opportunity event, and you'll start to see your downline team growing exponentially.

One thing I discovered when I ran my team was that if I planned an opportunity night, then team members who didn't have anyone to bring simply didn't show up. But when I included the opportunity in our regularly scheduled meetings and encouraged team members to bring a guest, we had a more exciting evening. Representatives felt confident enough to bring their leads to a meeting, and people who didn't have any leads still felt comfortable coming and participating. This meant more bodies in the room and a lot more energy. As a leader, you want your team to come to your events feeling confident about recruiting because they know that you are there to help.

It's your job as a leader to make sure your new reps understand that you're there to help them every step of the way. Your new team members will feel more secure in attending opportunity events if they know that for the most part you'll be doing the recruiting for them. That is, you'll do the recruiting talk, discuss the company, and answer any questions. Remind your reps that you'll continue to be with them and their new recruits every step of the way until they feel more confident in their abilities.



REMEMBER Creating this kind of encouraging space for your reps helps create momentum for your entire team.

Recruiting at Representative Events

After you establish that you'll be giving recruiting talks at all your representative events, you'll discover that team members are likely to bring recruiting leads. Your talks boost their confidence. And because you're recruiting to help your team members succeed, you'll find that *you* become more confident when delivering your recruiting talk as

well. The following sections discuss what you need to do to be successful at these events.

This dynamic lends itself to great recruiting results. I remember how I felt when I heard team members telling each other, "If you bring them, she'll get them to join!" This is the culture you want to create within your organization.



REMEMBER Don't be concerned that these recruits won't be your "personal" or "frontline" recruits. They'll help your team members, and ultimately you, build a very solid and successful business.

Explaining the business model

No matter what type of opportunity event you choose to hold, start the recruiting portion of your meeting with a brief description of the direct selling business model. Although most people would say they know what direct selling is, most don't understand how it actually works. I remember once, when I had been a rep of a company for many years and had built a large and profitable sales organization, a friend asked my mother, "Hasn't she collected all the product she wants yet?" She didn't realize that I was making a substantial income; she thought I was being compensated with product alone.

You can say something like this:

> "No matter what stage of life you're in, being in direct sales can offer you many opportunities. Whether you need some extra spending money, want to stay at home with young children, or are looking to take a well-deserved vacation, a business in direct sales can give you the income every month to help you achieve the things you want most.
>
> "Whatever your *why* is, this business can fit in many different areas of your life. It has provided me a wonderful journey and source of income throughout the different stages of mine."

This is a great time to ask, "How many of you have ever dreamed of owning your own business?" According to studies I've conducted over the years, approximately 80 percent of people dream of owning their own business. But fewer than one out of ten ever takes that chance.

You can then explain to the group that the reason people don't take this chance is usually two-fold, which the following sections identify.

The risk factor — risk of money and risk of time

Starting a business such as a restaurant, bakery, florist, or a gift boutique can require as much as a few hundred thousand dollars in start-up costs, and you may expect very little income for the first few years. It also requires a substantial investment of time — you can go weeks without spending time with your family.

Post-pandemic, millions of people are questioning their current work situation. Recent studies show 46 percent want to have their own business of some kind. Even with an online business, the investment of time and money can be enormous. You have the tasks of sourcing your products, building your website, getting a merchant account, and running online ads. None of this is easy, especially if you've never done it before. That's why many are attracted to direct sales because of the ease of getting started.

The skill factor — having all the skills to run your own business

The second reason is that even though you may be passionate or good at baking or designing floral arrangements, that doesn't mean you know how to run a business, or that you necessarily want the responsibilities involved. You may not want to deal with bookkeeping, hiring and firing, inventory, shipping, operations, and so on.

Now compare that with direct sales. You can say something like this:

> "Direct sales is a wonderful way to try your hand at owning your own business with low start-up costs. There is little to no risk involved. To join this company, for example, you just need $__ to purchase your business starter kit, and you'll get about $__ worth of products and business aids to start your business immediately. You'll also be given a website with ordering capabilities.
>
> "The average person can earn enough to pay back their investment within their first month of business. If you decide the business isn't for you, you haven't really lost anything. You'll have earned some income and, if nothing else, you can continue to enjoy your own purchases at a discounted price. But you may discover that you love it, and this could be the beginning of a whole new, exciting journey.
>
> "Now the other thing that holds people back from starting their own business is having to wear all the hats. With direct selling,

you get to focus on sharing your love for these great products. You don't have to worry about product selections, warehousing, inventory, merchant accounts, and so on. The company handles all that for you and even provides you with your own personal website. In many cases, they'll have a complete image bank with photos and videos for you to share on your social media platforms. So, you get to enjoy all the benefits of being an independent business owner without all the risk and all of the responsibility that usually come with it. You just get to do the fun part of the business: sharing the love of the product."

Emphasizing the five needs direct sales fulfills

During these events, you also need to address the five needs and desires that direct selling meets:

- **Financial freedom or income:** You can make *extra* income or you can make a nice *full-time* income. You can create and choose what you want depending on how many hours you have to put into it. A lot of people do direct sales as a fun hobby, sharing the products with friends and family for some extra spending money. Others do one to two events a week for a part-time income. And then some work on average at least two events per week and start to build a team to begin to make a nice full-time income.



REMEMBER The amazing thing about direct sales is that you generate the income you desire. You're in charge of your own business and get from it exactly what you put into it. You determine when you're open for business and how much money you want to make.

- **Flexibility of time:** Your direct sales business can work around your existing priorities and responsibilities. You can work your business at 2 p.m. or 2 a.m. — it's completely up to you. College students can schedule events around exams and classes. Moms can

remain at home with their kids and choose to work when they want. Those with a full-time job can schedule their business around family and work.

- **Friendships:** Another major benefit you get from starting a direct sales business is the friendships you create with other reps. With your business, you'll network and make connections with like-minded people who all share the same passion as you. Your team members will become some of your best friends as well as your biggest motivators and cheerleaders. Annual conference/convention is an amazing time to get to meet more people within your company and establish those connections.
- **Recognition:** Reps are constantly rewarded by their companies with great gifts, ranging from small rewards to incentive trips that amount to fully paid vacations. Many 9-to-5 jobs rarely provide the recognition or appreciation people deserve for their hard work. Direct sales not only gives you an income you deserve and a schedule you want, it also celebrates all of your achievements. And the friendships you make along the way also join in on these celebrations.
- **Self-esteem and personal growth:** Although very few people actually join for this reason, I rarely see anyone who doesn't experience an increase in their confidence and self-esteem through the new skill sets they learn, the recognition they receive, and the meaningful connections that they make.

Sharing the three Ps: Products, programs, and profits

After you share the benefits, you can say something like:

> "Now that you have seen all the many wonderful benefits of a direct selling business, why choose (name of company)? There are three things you must consider: products, programs, and profits."

Chapter 3 discusses the three Ps in greater detail. Here I focus on how you can address these three Ps in your recruiting event.

Products

Most people are there because they love the product. So share who the product is marketable to and how marketable it is. Talk about whether there are any age or gender barriers. When representing a consumable

product, emphasize that a rep can build their client base and continue to serve it. Personally, I love the compound effect of continuing to get new customers while servicing existing ones.

After you share information about the products, say something like:

> "So you can see we have a wonderful product that's marketable to many. So many of you may be asking yourself, 'What happens after I run out of my friends and family, and how is the company going to support me?' That brings us to programs."

Programs

Tell the group what types of programs the company has to support them. This can include the consultant rewards program your company offers, the training programs, the host program, and any regular incentive programs that occur. Other programs your company may offer include merchant accounts provided on your website that take credit cards, newsletters for you and your customers, and professional fundraising programs that allow you to facilitate the program and earn the commission.

Profits

Finally, you talk about money. I suggest being forthright. You can also inject a little bit of humor into a subject many people find uncomfortable. Say something like this:

> "So, now you're saying to yourself, 'Okay, it sounds like you've got a great product and you've got great programs, but how much money can I really make?'
>
> "The answer is you can make a little extra money or you can make a lot of extra income, depending on how much time and effort you're willing to give.
>
> "Our reps start out making _ percent on sales, which will typically earn you about $__ to $__ for an average event. Many people join to make an extra $400 to $600 per month, averaging one event per week. So, just on the basis of selling, you certainly can make a nice extra income. Of course, if you want to make more, you just work more events.
>
> "Then you can start to share this amazing business with your friends, and I highly recommend that you do so because it's so much more fun to have a friend along. As those people join, you

make additional income. We have new leaders that are making an extra $__ in a month, just from sharing the business opportunity. And that can be you in no time.

"So, that is just a little bit about the product, the programs, and the profits. I know this was a lot of information presented very quickly. Now I want you to ask yourself, 'What do I have to lose?'

"And you know what, the answer is: *really not much.* The business starter kit costs $__, and you should earn that back within a couple of events. You literally get to give something a try, and if it's not for you, you can simply walk away without a lot of loss. So, the real question is, 'What do you have to gain?' The answer is everything — a world of possibilities. The opportunity to make great friends, to present a product you already like, to call something your own, and to make additional income to help with your needs. The possibilities are actually limitless."

Encouraging them to make a decision

At this point, have them make a decision. I offer three choices on a small card that I placed on their seats before the event started:

1. I'm interested in purchasing products.
2. I'd like to host an event and receive the products free.
3. I'd like to represent the products and start earning an income.

The card also has a space for their contact information as well as the name of the person who invited them. After they fill them out, I ask them to put them in one of three baskets that correlate to the number they circled on the card.

The basket method was effective for me. I recommend it because it heightens excitement when you do a drawing for gifts for the three baskets. Make the gift for basket 2 worth more than basket 1, and basket 3's gift worth more than basket 2's. Do a drawing from baskets 1 and 2. Then, using the cards from basket 3 (starting a business), welcome each new team member up to the front of the room and do a drawing. This is great recognition for them and affirms that they're going to be starting their new business.



TIP If you're doing the opportunity event online, offer

something fun or extra if they say yes within the next 24 to 48 hours. You can also do drawings for those who attended.

Planning and Staging Events

Events are part of creating excitement and motivation for a direct selling team. They don't have to be expensive, but they do need to be well thought-out. Follow this checklist to execute the perfect opportunity event. Most of the following also apply to online events:

- Pick a location and facility to host the event in a central location for you, your team, and your attendees. It could be a banquet hall, hotel, restaurant, coffee shop, or even your home, depending on your budget and size of attendees. For online events, select a platform such as Zoom.
- Invite all past leads with an invitation via Facebook invite, evite, a text, or a postcard. Send invitations at least two weeks before the event and invite more guests as you meet them and get closer to the date.
- Always ask for an RSVP and reconfirm the day before the event with a reminder call, email, or text.
- Promote your opportunity event at all your other events, including in-person events, online events, and one-on-one appointments.
- Keep a master RSVP list so you know how many guests to plan for.
- Have each recruiter confirm their leads' attendance with you one to two days prior to the event.
- Set up a check-in table with a master list of attendees. You can assign someone on your team to help.
- Include a sign-in sheet that asks for name, contact information, and name of person who invited them. Use this as a follow-up sheet.
- Ask them to fill out a customer information slip in exchange for a chance at a door prize. The survey should include space for their name, contact information, and what their interests are (purchasing product, hosting a party, or starting a business).
- Make sure you have recruiting packets, host packets, catalogs, and any other promotional material ready to pass on to interested attendees.

- Display a business starter kit. You should also have an additional kit of all the products. If you're doing a product launch, have a section featuring the newest products.
- Offer light refreshments like cookies, water, coffee, fruit, and so on.
- Create an agenda. Go over the industry, products, profits, and programs, and so on.
- Present testimonials. Select some team members to give short one- or two-minute presentations about their success with the business. Try to have three of them planned — one from every walk of the business. Someone new, a stay-at-home parent, someone who does the business as a full-time career, someone who does it part time, and so on. Additional testimonials can be a host who had an outstanding party and wants to share how great of an experience it was.
- Ask each leader who is participating in the event to bring a product for the door prizes. Confirm ahead of time.
- Sell raffle tickets for door prizes donated by the leaders. Doing so helps you cover the expenses you incurred for the meeting. (Be sure to check for municipal gambling regulations. You can typically find this information online.)
- Assign and delegate tasks to your team such as meet and greet, registration, set up, tear down, and so on.
- Make a list of materials that you may need. Assign volunteers to help collect these items: name tags, pens, music, starter kit, prizes, host packets, recruiting packets, catalogs, and so on.

You're not going to use *all* these methods every time. For smaller events, you may take a different approach than your larger events. Assess the size of your venue, the size of your team, and how many guests will be attending. If you're doing your events online, adjust many of these details to work the event effectively.

When you create a venue for people to bring their guests so that they can find out more about the business opportunity, you can start signing team members for the entire organization, helping people achieve their promotions week after week.

Part 7

Operating and Managing a Successful Business

IN THIS PART …

Communicate effectively with your team and encourage them often.

Know your numbers because they will lead you where you want to grow.

Discover how to manage your money wisely so you can keep more of it.

Chapter 22

Meeting and Communicating

IN THIS CHAPTER

- **Knowing the importance of monthly meetings**
- **Holding successful meetings**
- **Communicating with your leader and your team**

When I was in the field, I was consistently the top seller, top event holder, and top recruiter every single month. I'd go to all the monthly meetings for my team, and my leaders would always ask me to train on party/appointment bookings and sales.

After months of me consistently training at these events, I was starting to lose my enthusiasm for attending. I felt that I wasn't getting much from the meetings, and I wasn't learning new things to build my own business. My leader could tell, and she said something to me that I will never forget: "Don't ever question whether you should go to the meeting because either you need the meeting or the meeting needs you."

But at one point my bookings started falling and I hit a wall. I called some of my friends to ask what was working for them and how they were filling their calendars each month. I went to the meeting that month, and even though I was low on parties, they still asked me to train. At that meeting I shared some of the ideas my friends gave me because I didn't have any of my own success stories for that month to share.

The next meeting, they didn't ask me to speak because I had zero parties and appointments booked on my calendar. I wondered who they would ask to speak and hoped that I would be able to leave with some information that could help get bookings back on my calendar.

That's when a woman on one of the other teams went up to speak on bookings. When I saw her walk to the front of the room, I remember

saying to myself, “How is she going to help me? She only has two parties every single month.”

Well, it turned out that she had a record-breaking month with 26 parties booked. When my leader asked her what she did to book so many parties, she said, “I really just followed what Belinda taught us at the last meeting.”

That’s when I realized that I wasn’t doing what I was teaching. Suddenly I was in a place where *I needed the meeting;* it reenergized me and reminded me that I’m in complete control of my business and that I had lost my motivation. It also taught me that if everyone would just implement one idea they heard in a meeting, imagine what it could do for their business!

This chapter covers why meetings are important and what makes them successful. It also discusses the importance of communicating with your team and your leader.

Attending Your Company’s Conference

If you’re looking to take your business to the next level, attending your company conference (or *convention, celebration, regional,* or whatever else they may call it) is a must. Not only does your company’s conference give you the training you need to build your business, it also will give you the big picture of the company and its mission.

You usually have to pay a small fee to attend your company conference, but it’s an investment that is well worth it. Companies and leaders find that individuals who attend a conference stay in the business longer, as well as have a higher percentage of sales in the fall selling season.

Here are some reasons to attend your company conference:

- **Sales increase:** People who attend conference typically enjoy a 35 percent increase in the fall selling season because of the motivation and training they leave with.
- **Training:** Conference always has multiple training sessions to help you build your sales and recruiting efforts.
- **Motivation:** Conference energizes you and gives you the

motivation to create and build a successful business. Company owners and leaders in your organization often give inspiring stories that will change not only your business but also your life.

- **Friendships:** The friendships you'll make with other representatives are some that will last a lifetime. You'll always be able to connect with mentors and make accountability buddies.
- **New products:** Many companies use conference as a way to launch new products for the upcoming selling season. Conference attendees typically get the first look at these new products as well as the new catalog.
- **Speakers:** Along with the training done by corporate and field leaders, most companies hire speakers (like me) to speak at your event. These people bring a wealth of knowledge and inspiration with them and sometimes years of success in the industry.
- **Trip incentives:** Many companies announce their trip incentives at conference and also offer trip points for attending.
- **Recognition:** Conference offers many opportunities for recognition, from top earners to promotions and earners of smaller incentives.
- **Gala:***Gala night* is a special night at conference for many people. It gives people the chance to dress their best and attend a formal event they may never otherwise have the chance to attend. The top achievers are recognized for their efforts then.

Your company's conference is an investment in you and can help take you and your business to the next level. Make it a yearly goal to attend and budget accordingly throughout the year, setting a portion of your commission aside to help pay for the expenses. You can also write off the expenses related to attending at tax time (Chapter 23 discusses other important tax tips).

Planning and Attending Successful Meetings

A clear correlation exists between active, healthy businesses and meeting attendance. Even though most people are now doing monthly meetings through online video platforms, in-person meetings still garner more enthusiasm and income-producing activity than any other type of meeting. And it's easy to see why — being in a room with other

enthusiastic people and sharing ideas and successes creates motivation and momentum. So, if you have a local team, still continue to meet with them in person from time to time.



REMEMBER Think of a concert — you could hear the same music on your stereo, laptop, or phone, but sharing the experience with others creates an energy that simply can't be replicated in any other way.

Regardless of how you choose to hold your monthly meetings, either in person or online, you can create an energy-filled atmosphere that will generate enthusiasm and momentum in your meetings. And having value-packed meetings is important because people have many choices for what they can do with their time and they want to feel it was time well spent.

The following sections discuss the four key areas in a monthly meeting: motivation/inspiration, recognition, information, and education. Here I then list additional benefits that your team members will get from attending meetings, whether in person or online.

Motivation

Motivation is *pumping people up* and assuring them they can reach their goals. Some people are natural encouragers, and almost everyone loves to be encouraged. The motivation segment of the meeting doesn't have to be super long, but it can include a (planned) testimony of someone's story or their why, as well as someone who has experienced success and what they did to achieve it. Something like this, for example:

> "I was really struggling to get appointments and events booked, until I started doing weekly follow-up calls. Now booking is really easy for me."

Another part of motivation is encouraging people to set a goal and work toward it. If the promotion is that representatives who book and hold six events will earn logo-wear, then encourage your team by being enthusiastic and excited:

> "Who in here is going to earn this month's incentive?

Raise your hands! Have we got at least five who are pursuing this goal? Who's with me?"

Recognition

Recognition is an important part of meetings because it creates energy and motivation for your team. People love to be recognized for their hard work and often value it even more than financial rewards.

Wondering what to recognize? Top sales and top recruiting recognition are standard, but you can also recognize things like the following:

- Personal bests like Top Your Best Paycheck or Top Your Best Event Average
- Highest Event of the Month
- Highest Event Average
- Best Team Sales
- Earners of Monthly Incentive

In fact, you can recognize people for a wide array of accomplishments, such as the following:

- **Goal achievement awards:** At each meeting, get your team members to commit to a goal for the next month. That way you can track it to see if they've achieved it and then recognize them at the following meeting. For example, Sarah may not have booked more events than anyone else, but when she sets a goal for booking four events this month and reaches the goal, it's a victory for her.
- **Percentage increases as well as hard numbers:** One thousand dollars in sales might not be a big deal to many of your teams, but when it's a 25 to 50 percent increase over a team member's last month's sales, then it's a big deal to that representative.
- **Milestones:** Important dates such as anniversaries with the company, getting a first recruit (especially in the first 30 days), or reaching a new sales level are all recognition-worthy.
- **Guests:** At the beginning of every meeting, I used to ask people who had brought a guest to introduce themselves and their guest, and tell the group something about their guest. This was great recognition for both parties.
- **Exciting news:** Recognition can also be in the form

of asking people to share something exciting about their business, for example their win for the week or month.



TIP By doing coaching calls throughout the month, you'll know who has exciting things happening. Call them out if they don't offer it up. Many people don't know whether or not their accomplishments are exciting enough. Recognition doesn't have to be in the form of an award. It can simply be having people share or do shout-outs.



REMEMBER The recognition portion will be the most memorable and exciting for many of your team members. If they're working a 9-to-5 job, odds are they don't get much recognition in their work life. If they're stay-at-home parents, it's even less likely. So by making recognition a strong element in your meetings, you're likely to keep members coming back.

Even though this is an exciting part of the meeting, keep it moving quickly and don't devote too much time to it so that people who aren't being recognized don't lose interest.

Information

At some point in the meeting, you always want to share with your team any important information or updates. These typically include the announcements from corporate and any facts on the current promotions and upcoming events.



TIP Whatever you do, don't read this info from the company newsletter. Your team can read the newsletter anytime, anywhere. Instead, share the information in your own words

and end with the announcement that is the lead-in to the evening's training. For example, if the promotion is an award for booking six events in a month, then the training following the information portion should be on securing events.

Education

Linking the meeting's training to a current promotion helps train your team to tune into the meeting because the topics build upon one another. That doesn't mean you have to be an expert on every single thing, or that all the training rests on your shoulders. You can delegate the training portion of the evening to a team member or leader who does an activity particularly well.



TIP When I sold jewelry, I held engaging and fun parties and always did well with filling my calendar and recruits. But you know what? I wasn't particularly great at accessorizing. Another team member was really great at that and customers loved her tips. Having her present on that topic really helped the entire team. Including her also made that representative feel like a valued and successful member of the team.

The education segment can also be project-based. After a short training on customer care and follow-up, you could give the attendees a challenge for doing reservicing calls. Another great project is to brainstorm ideas for a recruiting post or how to invite people to the opportunity event. As the team members talk about the benefits the post should offer, those benefits will reignite their excitement as well as remind them of who they want to share the information with.

People truly like to interact and share their thoughts and ideas. Make sure you take time during this section of the meeting to get their input. You can ask, "Who has something exciting they want to share this week?"



REMEMBER Be creative and have fun. As long as team members learn something new or get a new perspective, the session will be a success.

Socializing

People look forward to meeting up with their friends and peers every month. Remember, even though your meetings are there to motivate and train your team, socializing is a very important aspect.



TIP Be sure to leave time in your agenda for sharing personal information; someone's exciting news doesn't have to be business specific. As people get to know one another more, they'll be excited to see each other during your meetings.

For your local team members, you can plan some fun events, like dinner at a restaurant or a summer gathering at your home or a nearby park. You can plan a movie night or a night out at a play or show.

A few years ago, I was asked to run monthly meetings for six months for a company in Michigan. The meeting was held across the street from a restaurant so we could walk over afterward. After we had built leaders and they were ready to take over the meetings, I decided to do an exit survey with the group. One of the questions asked was what they liked best. I'd like to think that my being a good trainer was what they enjoyed most, but their favorite thing was going over to the restaurant after the meeting to socialize.



REMEMBER The energy you create will motivate them in their business, which ultimately should lead to more productivity.

Showcasing new products

At the beginning of a new catalog or season, your meetings should have a portion focused on product knowledge. This is where you share how to sell and demonstrate your new products. You want to give your teams tricks on how to use the product, help them with benefit selling, and brainstorm some creative ways to share the product online.



TIP As soon as a new product becomes available, make sure you have some samples you can share because doing so helps to bring the product to life rather than just seeing it in the catalog. Also, teach your team how to create groups or bundles of products that work well together.

Creating a culture of opportunity

At your meeting, create a culture where everyone brings guests to hear you give an effective opportunity talk and find out more about the business.

Having these potential recruits hear the other sections of the meeting, like recognition and motivation, shows them that this opportunity is fun and rewarding, open to everyone. Show potential recruits they'd be part of a team who wants to see them succeed.

Allowing your team to bring guests promotes group recruiting, which is a win/win. The more people added to your team each month means great success for you and for each of the members on your team who are gaining a recruit. See Chapter 21 for more on holding opportunity events.

Communicating with Your Leader and Your Team

Communication is an important part of your success. Keeping in contact with your leader as well as your team is vital. The great thing about the direct selling industry is that you're in business *for yourself,* but never *by yourself.* Embrace the support available to you and always share your knowledge and expertise with others. These sections identify effective ways you can communicate with your leader and your team.

Communicating with your leader

Especially during your first few weeks, communicating with your leader or sponsor is paramount to your success. This business is one of peaks and valleys, and your leader is there to help celebrate the peaks and navigate through the valleys. Your upline has your best interests at

heart and wants you to succeed, so communicate with them. Profit from their advice and training. They've been down this road before, and you can avoid many pitfalls by learning from their past experiences.

Let your leader or sponsor be your coach. They'll be able to help you in a number of areas:

- **Launches:** No matter what model you choose to work your business, a launch is an important part of getting started. Your leader will help you craft the words to say to invite people to your first event, help you prepare your booking talk (if applicable), and give useful hints on how to get customer leads and/or bookings from your first event. Your leader can also guide you to brainstorm and build your list of contacts for your lead notebook (see Chapter 13).

- **Customer feedback:** When you get a booking or positive feedback from those closest to you, call your leader or sponsor with the good news. More importantly, when someone you were certain would book or be supportive says no, call your leader and share that experience, too. They can guide you through it because chances are, it has happened to them as well. Rather than sit and worry and wonder if you're doing the right thing, tap into your leader's positivity and experience, so you can move forward and make the next call. A daily call, email, or text to your leader can be the best morale booster you have.

- **Events:** After each of your first events, check in with your leader to report the results: How many guests were there, who booked, who was interested in the opportunity, what were the sales like? Also share how you felt about the event: Were you comfortable with your presentation? With your booking talk? What will you change or improve for the next event? What questions do you have? What questions did your guests have that you were unable to answer?

- **Recruiting:** When you have a recruit lead, call your leader immediately for help with follow-up. Ask for advice — or together, place a three-way call to the lead so you can discover what to say the next time. There is no better way to learn the words to say than hearing them again and again. Soon, your leader's words will come naturally to you, too.

- **Goals:** Share your goals with your leader. Let your leader know what you're working for, so they can help you get there. Getting bookings from your first six events is your very first short-term goal; but it's important that as you attain one short-term goal, you

have another to replace it. If leadership is your goal, your leader will guide you through the steps to achieve that goal.

- **Insight:** Sometimes you just need someone to listen or to share an idea or work through a plan. Your leader can lend valuable insight in these types of conversations. Other times you just need validation that you're on the right track and that you're expending your energies in the right places for your new business. Your leader is the perfect person to call for that, too.

When it comes down to it, direct sales is a simple business, consisting of a few disciplines repeated on a consistent basis. But it takes time to learn and practice. Let your leader or sponsor assist you in the process. Your leader is there to help you see beyond today's challenges and through tomorrow's solutions. As you book more events and add more members to your team, different situations will arise that create a unique learning and maturing environment. This means that you'll master these disciplines, too — and soon you'll be someone who can mentor others.

Communicating with your team

As you bring more people into the business and grow your team, you'll transition into being a leader. Make sure you establish good communication habits with your team.



REMEMBER You've been where they are. Share with them your success stories and how you overcame the obstacles they're currently facing.

The preceding section gives you some great ideas on what you can discuss with your team. Here are some ways to communicate with your team:

- **Electronic communication:** This can include emailing, texting, and private messaging. This form of communication is the most commonly used and is great for getting information to a large group of people.



REMEMBER Your communication to your team doesn't always need to be lengthy and full of training and other information. A short text or email can be effective. Keep in contact with your team to show that you care about them and their success. As a leader, if you only contact them at the end of the month, they'll feel as if you're only interested in meeting your own sales quota, not in their success.

- **Facebook Groups:** Have a Facebook Group dedicated to your team. When someone is recruited, they're added to your team page. Groups are a great way to share information, training, and recognition.
- **Telephone and video-conferencing calls:** This type of communication is more personal and is a great way to provide individual coaching to your team members who want it — perhaps someone who wants to promote or earn a company incentive. Video-conferencing calls are great for small groups, maybe two to three individuals, who are trying to achieve the same goal in a given month.
- **Monthly meetings:** Your monthly meetings allow you to get your team together to motivate and train. Meetings have been shown to increase your team's activity and success.
- **Handwritten communication:** Better known as "happy mail," handwritten notecards celebrate success, like top sales or recruiting. Also, if you have a team member going through a personal struggle, a card can go a long way. Facebook shout-outs get lost as soon as someone scrolls past them, but people will hang on to a card for a long time and remember its meaning.
- **In person:** You can meet for a fun event or outing or for lunch with a team member who may need some personal attention. Nothing replaces in-person communication and the energy and personal touch it can bring.

Chapter 23

Knowing Your Numbers and Managing Your Money Wisely

IN THIS CHAPTER

- Familiarizing yourself with your numbers
- Obtaining support from those people closest to you
- Paying yourself
- Avoiding some of the dangers of success
- Being smart about taxes

Ihear this from business leaders every day: "I'm not a numbers person."

In reality, there isn't any part of your life where you don't work with, and understand, numbers. From the moment numbers wake people up in the morning via their phone or alarm clock, they look at numbers in the weather forecast, their calendars, and their bank accounts. They get in the car and drive to work looking at numbers on the speedometer. They get to work, and if they have an office job, they log in to their computer using passwords, which have obligatory numbers in them to make sure they're safe. They may pick up the phone, dial phone numbers, and begin their, hopefully, productive day.

It's not that people aren't numbers people; some people are just afraid of their numbers. How do you behave when you're afraid? When you're afraid, you do things like avoid the scale because if you don't see it, it's not real. You don't keep track of spending habits because you don't want to know that you spent $150 on coffee, $400 on clothes you barely wear, or $1,000 eating out this month.

Out of sight, out of mind isn't a strategy! This chapter aims to convey some important tips that will shift your mindset when it comes to numbers, whether financial or business analytics, so that you can make

sound decisions with your direct sales business.

Capturing a Realistic View of Your Numbers

Knowing your numbers changes your feelings, your motivation, and your behaviors. When you wear your fitness tracker, it makes you move more. When you become aware of how much unproductive screen time you've used, it causes you to use your time more wisely. Knowing your numbers puts you in control. Without them you'd be late, hungry, and broke.

Realize that numbers aren't only your constant companions, but they're also your trusted advisors and friends. They should be celebrated as the game changers they are. That's why falling in love with your numbers is important.

Falling in love with your numbers means you think about them all of the time. Thinking about them excites you. You appreciate them, you want to do things for them, and you make smarter, more deliberate and thoughtful decisions that benefit them.

So what does falling in love with your numbers look like when it comes to your business? When you fall in love with your numbers, you can quote them at the drop of a hat. You're ready, happy, and excited to share when someone asks you about them.

If you develop a great working relationship with your numbers, you not only make better decisions, but you can take your business to a whole new level.



REMEMBER Communication is key in any relationship. I encourage you to fall in love with your own numbers. When you do this, you'll not only get clarity on where to put your effort, but you'll also see the growth that follows, which can help you find joy in working and help you fall in love with your business again.

Your numbers are talking; are you listening?

There's a saying, "What gets tracked, sees growth." The following sections explain how being aware of your numbers or statistics can create excitement and motivation to do more so that your business keeps growing.

Using your numbers as motivation

Although knowing your numbers may not seem glamorous or exciting, it can mean the difference between a successful business and a struggling one. Over the years when I've been focused on my own numbers, I've seen growth. When I've not focused on the numbers, my business hasn't grown, or worse, my business has flatlined or even gone backward. More crucially, I've lost precious time and money.

When I ask leaders or companies today what these numbers look like for their team or company, most have no idea. That boggles my mind. When I was serious about this and tracked it, I coached better, I strategized better, and my sales and team grew.

When I became complacent or stopped paying attention to my numbers, my sales, as well as the retention of my sales reps, would start to drop.

Many leaders I've coached have had a goal of $1 million in sales. Each year they'd fall short but they'd never do anything differently. They'd just wait for the end of the year, hoping for a better result. I coached them with these changes:

- I suggested they break down the goal into ten months instead of 12, which gave them a grace period of two months. To reach their goal, they'd need to generate revenue of $100,000 per month.
- I asked for the activity rate per sales rep. How much would each rep need to do in sales? How many new reps would they need to add?
- I asked them to share this goal with their team so that everyone would feel as if they were a part of or a contributor to the overall success.
- I encouraged them to keep this alive by giving regular updates and sharing the numbers.

Every single leader I do this with hits the million-dollar mark. I had one leader who had fallen short for seven consecutive years. The year we implemented these strategies, she had $1.2 million in sales. When she set her sights on $1.5 million the next year, she knew exactly how to do that.

When you have numbers in place, share those numbers with everyone to motivate them and help them feel important and involved. When you keep your focus on your numbers, you'll almost always get the result you desire. Just like with any good relationship, you need to make time for it. The entrepreneurs I work with are often driven and motivated and energetic; they wake up every morning doing, doing, doing.



REMEMBER Slowing down enough to have a date with your most important business partner — your numbers — can sometimes be difficult. You have to set intentional time to spend with your numbers as if they're a trusted advisor (because they are!). When you see the growth and excitement in your numbers, your competitive nature shows up, your creative juices flow, your brainstorming is at an all-time high, and you can't wait to get to work!

NUMBERS HAVE ALWAYS BEEN MY PERSONAL MOTIVATOR

My first business was a paper route I had to petition to get because there were only paperboys at the time. I focused on knowing each customer personally and providing excellent customer service. The results? Customers kept their subscription and I received higher tips. A third benefit was I could ask for, and get, referrals. I kept a notebook with customer information that included how many new customers I added monthly and how much money in tips I made weekly.

That was the first time I fell in love with my numbers, and I was 12 years old.

When I started my direct sales business, I learned to take numbers to an even greater level. I tracked everything: how many calls I made, my ratio of yeses versus no's, and how many opportunity packets I took with me and how many I distributed. I set goals of how many nights I wanted to work and then worked toward that goal. I made servicing calls and calculated how many reorders I would get per week. I was now in my 20s.

As my team started to grow, I kept records of everything: what my team sales were, how many leaders I had, what my activity rate was, and what my average monthly sales per consultant was. I tracked what percentage of each of my

leaders made out of my total overall downline sales and how many of my new team members recruited one person in their first 30 days. I then worked to increase that percentage. At the beginning, it was 20 percent, but it quickly rose to 30 percent, then 50 percent, and on average was regularly more than 75 percent.

Because I knew the numbers and watched them, I took action and tried new things to increase these numbers. This resulted in my reaching the top of the career plan at age 29, and earning a six-figure income. The year was 1990.

If you don't set aside time to nurture that relationship, going to work is a daily grind; you begin to doubt yourself, and you wonder if what you're doing even matters. Even in times when I don't *feel* like things are going well, my numbers tap me on the shoulder and let me know I'm doing just fine. Sometimes you need to trust them more than you trust yourself. That's how important they are to your business.

Tracking all numbers, including social media

Today, not only do you need to track numbers like sales and expenses, but you also need to track social media engagement or increases. *Social key performance indicators (KPIs)* are measurable metrics that can give you great insight into which of your activities online are bringing in the most results. Keeping track of social KPIs saves you time by creating content that generates results. It's how to work smarter not harder with your social media.

For example, how many members or followers do you have on Instagram, Facebook, or LinkedIn? How many people are you adding to your customer community group each month? Which of your posts gets the most engagement? What types of posts gain more followers or group members? What posts bring in the most sales? By identifying the posts that generate the best results, you can duplicate them to create more engagement.

Keeping Track of Your Money

Four out of five representatives say they joined or are considering joining a direct sales company to make extra money. Even if you initially joined with other things in mind, like discounted or free products, a chance to earn a free trip, or the opportunity to make new friends and have some fun, every independent representative needs to learn some basics of how to handle the money.



TIP Whether you're wildly successful and your direct sales business is bringing in more money than you could have ever dreamed possible, or you think you're barely turning enough profit to cover filling up the gas tank, the tax benefits alone of managing and tracking your money properly make it worth learning more about tactics and facts.

Don't worry. Managing this money, whether it seems like a trickle or a tsunami, is simpler than you think. Really. I promise!

Often I find that suddenly making extra money comes as a surprise to a lot of people, even if they're part of the 80 percent who join a direct sales company *for* the money. Especially if they start making a substantial amount of money, they find themselves not knowing what to do.

Regardless of how healthy your relationship is with money, if you're like most people, managing your money, preparing for tax time, and understanding what it means to be an independent contractor can be challenging. The rest of this chapter aims to help you navigate some of these challenges so that you'll be better prepared.



WARNING I'm not a qualified tax expert or financial advisor, and this chapter isn't meant to be a comprehensive guide to all of your money needs. In addition, I highly recommend finding a small business accountant to at least consult with when you get started, if not to handle your taxes and advise you throughout the year. Especially if you're making substantial money, seeking out qualified individuals to support you in your financial planning and your tax preparation is important. Tax laws are ever-changing, and things can get unpleasant if you proceed on your own without comprehending income tax basics. For this reason, and many others, find a professional who is up to date on tax law and who understands direct sales and how your business works.

That said, after 35 years in direct sales and self-employment, I have a lot of experience, have made it through struggles, and have watched

many other independent representatives struggle with money challenges as well.

Getting Buy-In from Those Closest to You

One of the greatest challenges with this business is getting full support or buy-in from people around you, for example your spouse, your family, or others who think your business is just a hobby or something to pass the time.



TIP Spouses often have a natural "show-me-the-money" attitude. When you can truly show your spouse the financial details — pay for an unexpected bill or spring for an all-expenses-paid vacation — you'll typically find that your spouse is suddenly much more ready to treat your direct sales work as a business rather than considering it just a fun job you have.

Direct sales can still be a fun, extra stream of income, if that's what means the most to you. But when you can actually document the money you've made, your spouse will more than likely be more supportive. I interview people all the time about their spouses and businesses, and their stories always seem to be some version of the following:

> "When they first joined, I thought they were just looking for something fun to do to get out of the house, but then I started seeing the money and I told them with a little more effort they might really be able to do something with this. Then they started making really good money and now I just try to help wherever I can. I never had any idea it could be what it has become."

I've heard that same story repeated over and over again. Once I had a team member who joined the business with a specific goal in mind: She wanted to redo her living room. She talked about the new furniture, the color scheme and paint, and even the flooring. This was her

burning desire as she started her business.

I urged her to open a separate checking account and a savings account and designate them for her business only. Her husband was making a significant income, so the money from her business wasn't really needed for their day-to-day living expenses. She deposited every cent she earned into her accounts, diverting 80 percent of it immediately to savings and leaving 20 percent in the checking account to cover the expenses of her business.

In less than four months, she had saved more than $3,000 and was able to order her furniture. Impressed, her husband covered the rest of the renovations, including new floors and professional painting. What was even more fun for all three of us was that he came to me soon after to learn more about what his wife could do to really ramp up her business and earn even more money! Talk about spousal buy-in!



REMEMBER When you diligently manage your money, you're able to shift from a "tell them" model to a "show them" model, and nothing is more impactful than demonstrating success by allowing people to see the change.

Tracking Finances and Paying Yourself

Keeping track of your commission and expenses and learning how to manage your money wisely is important. Here I discuss a couple of important points to remember.

Keeping your accounts separate

To make sure that you're crystal clear on how much you're truly earning — and to keep your records tax-approved — you need to keep your money separate. Accountants will advise you not to co-mingle your funds. That means keeping completely separate accounts where all the money related to your business is kept completely separate from any of your personal income or expenses.

All the money you receive connected to your business gets put in the separate checking account you use for your business. That means *every*

check and *all* the cash from your customers, as well as your commissions check from your company, is deposited into that business account. Then *all* expenses related to your business get paid out of that account, with a linked debit card or by check. If you need more money available for day-to-day expenses with your business, either open a new credit card account or designate one of your existing credit cards as your business credit card and use it *only* for business expenses. Pay the bill for that card using the checking account you use for your business.

Some companies issue commissions to a pre-paid debit card. Again, only use that card for business expenses. Transfer money periodically from that company-hosted debit card account to the checking account you're using for your business. You can lose track of how much you're earning when your commissions are on a debit card that you're just using for expenses, especially if you're using that card for personal expenses as well (which, as mentioned, is a bad idea!). Keep business business and personal personal.

Giving yourself a payday

You may be wondering: How do I get the money to spend for things other than my business? Here are two ways to pay yourself:

- The easiest and most organized way is to give yourself a "paycheck" from the account you use for business. This can look two different ways:
    - You can decide what you want your "pay" to be and transfer a set amount per week or every two weeks.
    - You can select a percentage of the amount you earned. So, if you earned $500, you may want to transfer 50 percent of that to your personal account.
- Another method is to pay yourself only when the money hits a certain dollar amount, for example, pay yourself $700 every time the balance reaches $1,000. This way, when your business expenses are higher or your income from your business is lower, you're only taking out money that is actually available profit.

The benefit of these two methods is that you can track how much you're truly earning, after expenses, by tallying up how much you've written yourself in checks each month, each quarter, or each year.



TIP Keep a cushion in your account for unexpected business expenses. A general rule, after you get a feel for how much you're making each month, is to keep a balance in your checking account equal to or higher than 20 percent of what you earned last month. This balance minimum is after typical ongoing expenses are paid and after you've paid yourself. This may sometimes mean paying yourself less than usual to keep a healthy balance in your business checking account.

Watch Out for Overnight Success

Another real danger I have seen over the years is that people suddenly start making a substantial income and don't know how to manage it.



TIP If that happens, get a financial adviser, pronto!

Some people are so overcome with the results of building a large team that they don't understand that direct sales is a peaks-and-valleys business. The income they're generating today may not be the same a year or so down the road. They increase their cost of living to match their spike in income and then don't plan appropriately or save accordingly.

I married young and we had two small children. My direct selling income was not extra — it paid our bills! If I wanted to stay home with the kids, I had to make a certain amount. We struggled month to month just to pay our bills and put some into savings. By 29, I was earning on average $10,000 a month. This was in the late 1980s, early 1990s, and was very good money for that time. It still is a substantial income for most people.

When I started making those big paychecks, it was exciting! I bought a new car, and we were finally able to get a boat (we were living on a lake). Rather than asking myself whether we could afford these things, I only asked myself, "Can we afford these payments?" Of course, with that income, at that moment, the answer was, "Yes!"

My income stayed at $8,000 to $10,000 a month for quite a while, and I slipped into the mindset of believing that the money was never going to stop, that it was only going to get better. When you're working hard and maintaining best practices, that's generally true. But you're never in complete control of outside circumstances that can have an impact on the productivity of your team. I suddenly experienced a perfect storm of situations outside of my control that greatly impacted my team and created a downward spiral of income.



REMEMBER Although my income seemed to be going away, my financial obligations didn't. I learned a difficult but vital lesson: No matter how exciting your commission income is, it's important to save, plan, and prepare for things to change; so that in the event a downturn happens, you're able to take care of your financial obligations.

One of my favorite books on this topic is *Smart Women Finish Rich* by David Bach (Crown Publishing). In it, I learned some great principles for how to manage my money while times are good so that even when times aren't so good, my family and I would be fine. Because of this book, I now automatically evaluate what I'm going to do with my money. I set aside special funds for things like vacations, house projects, checking, savings, and so on.

Very often, people make more money in direct selling than they've ever earned before. And if the company is relatively new with a hot product, a rep may earn $20,000 or $30,000 a month within just a couple of years. That kind of income can sneak up on people before they've begun to implement the good business practices for training and recruiting that can help sustain their business when the product is no longer a hot trend.

Opening Your Eyes to Taxes

It would never fail. Every year around tax time I'd lose some team members because their spouses felt their fun-time hobby was costing them more than they were making. It's often hard for people who have always traditionally worked a nine-to-five job to understand what it means to own your own business and how taxes work. This section touches on a few tax issues as they relate to direct sales. For much

more on the tax implications of owning a home-based business, check out the latest edition of *Home-Based Business For Dummies* by Paul and Sarah Edwards (John Wiley & Sons, Inc.).



TIP Get professional tax advice from someone who understands your business. You have a lot of tax benefits with direct sales; get advised well and educated so you can take full advantage of them.

Withholding, refunds, and loaning the IRS money

When you have a normal job, your employer withholds your taxes — usually slightly more than you actually owe. If things go well, you get a refund check at the end of the year. If not, you end up having to pay the balance to the IRS at tax time. In direct sales, no employer is withholding your taxes.

Income tax refunds are an illusion. They just mean you overpaid your taxes during the year and gave the IRS a free loan. When the IRS refunds that money to you, it's money that you already earned and paid to them. The only difference in paying your taxes on April 15 is timing, visibility (those big checks can be alarming!), and who got to use or earn interest on that money during the year.



REMEMBER As an independent contractor, you're responsible for withholding a portion of your money. You can make quarterly estimated tax payments, but until you pay the IRS, *you* can be using your income and/or earning money on it. I suggest speaking with an accountant to determine how much you should withhold.

Recognizing tax benefits of a home-based business

The average American family, if they don't own their own business, is *overpaying* when it comes to taxes. The tax code is preferential toward business and business owners. If you currently only have W-2 income

(meaning you get a paycheck from an employer that withholds taxes for you), by starting a direct sales business this year, you could save a lot on taxes — some estimate you could save $5,000 a year for an average family of four.

The direct sales business model is very tax-advantageous because so many of the expenses you already have are either fully or partially tax-deductible after you're in business for yourself. In addition, much of your daily activities can be combined with your business activities, increasing opportunities to lower your tax bill as you increase your income.

I don't go into a lot of detail on tax prep, because, again, I'm not a tax professional or financial advisor. For a lot more, I recommend checking out the latest edition of *Small Business Taxes For Dummies* by Eric Tyson (John Wiley & Sons, Inc.). And I encourage you to do more research and get in contact with a tax professional as part of building your business. That said, here are a few simple tips to get you thinking about your tax needs:

- **Set up a savings account.** In addition to having a separate checking account, have a separate savings account that you use just for business. I suggest that account be with the same institution you use for the checking account. Each month — or better yet, each time you receive a commission check — transfer 10 to 30 percent over to the savings account immediately. Consider this your tax account. With it you're doing the tax withholding you're accustomed to with a paycheck. It's smart for these reasons:
    - The most important of which is, at the end of the year, if after paying quarterly taxes you still have a balance due, you'll have it set aside and won't be stuck with a large surprise tax bill.
    - If you don't have taxes to pay, you'll be able to give yourself something like your own personal tax refund in the spring.
- **As your income grows, live on 80 percent or less.** This is a lifestyle tip, but all responsible lifestyle choices are ultimately tax tips when you're talking about being in business for yourself. When your profit income (what your business earns after you set aside money for taxes and pay the expenses) starts to rise

more than $1,000 per month, it's time to dial back how much of it you're using day to day. A smart way is to gradually get to the point that you're putting half of whatever "paycheck" you're paying yourself into personal savings — your emergency account, your financial cushion, or even an account you'll eventually use for investment — just don't use it for living expenses.

When you're able to eventually get to using just half of your profit day to day, you'll be able to prevent yourself from ramping up your lifestyle to unsustainable levels and be better protected against ups and downs. And most importantly, one year from now, two years from now, five years from now, and beyond, you'll always have something to show for the work you've done now and you'll be better off, due to the effort you're putting into your business now. Let your money work for you and improve your security, rather than just relying on today's cash flow.

- **Keep a detailed calendar to track expenses.** Much of your daily activity is related to your business when you're in direct sales. You meet a prospect for coffee. You drive two hours for a launch party. You go to the post office to mail samples. You attend a networking lunch. Make sure that you use your business account debit card or checks to pay for the coffee, the luncheon, the postage — and then also make sure that these are reflected on your calendar and in your mileage log (see next bullet). Whether you have a paper calendar or a digital one, add as many details as you can, especially about who you met with and why. Later, should you need to present proof of your business deductions to the IRS, your detailed diary will be a very powerful element. Keep copies of your calendar with that year's tax paperwork.



TIP Do a monthly expense report to help save time at the end of the year.

- **Track your mileage in a mileage log.** When you get in your car to go on business errands, to a party, to the post office, to a networking event, or anything related to your business, log the date, where you're going, and your starting and ending mileage. You can record this information in a notebook or by using a mileage app that tracks it automatically. When you file your taxes, store each year's mileage log with that year's tax paperwork.
- **Pay attention to training and seek out expertise.** If there is a class or conference call on taxes for the self-employed business owner provided by your company, your team, your networking group, or by anyone else, *attend it.* If you hear of a book that people love about taxes, read it. And if there is an app or software made available to you that helps you track this information and makes you more likely to keep records, use it! Record the costs related to attending these trainings because they're deductible.



TIP When and if your business becomes more than a full-time, lucrative business, you may want to talk to your accountant about the possibility of incorporating or becoming an LLC. This can help protect your personal assets as you separate them from your business.

Part 8

The Parts of Ten

IN THIS PART …

Understand the top benefits of direct sales so that you can set appropriate goals.

Know the mistakes to avoid so you that can side step pitfalls before they cause problems.

Chapter 24

Ten Benefits of Direct Sales

IN THIS CHAPTER

- **Finding out the benefits of owning and operating a direct sales business**
- **Discovering how you can create an income, develop personal growth, and work when you want**

This chapter covers what I consider to be the top ten benefits of owning and operating a direct sales business.

Increase Your Income

Whether your business is a way to supplement your income, replace a full-time salary, or enjoy financial freedom, your direct sales business can help you achieve your goals depending on the time and effort you put into your new business. You can choose to give yourself a pay raise at any time simply by increasing your efforts. Many people enjoy above-average earnings in this industry compared to many others.



REMEMBER Direct sales is also a business where your previous experience or education doesn't play a significant part in what you're able to earn or achieve.

People use their direct sales business to pay for things like the following:

- Children's extracurricular activities
- Household expenses

- Car or home insurance
- Mortgage or rent
- Debt and credit card payments
- Vacations and other luxury items
- College education funds
- Retirement

Your direct sales business gives you the opportunity to write your own paycheck.

Have a Flexible Schedule

Direct sales works for you whether or not

- You work a full-time job.
- You're trying to make a little money in a short amount of time.
- You're a stay-at-home parent who wants to work around the family's schedule and not give away 75 percent of income to day care.
- You're a college student who wants to work from their phone or laptop.
- You're a retiree who wants to start something new and/or supplement a pension.

Direct sales meets the needs of lots of different individuals and circumstances. Your direct sales business gives you the opportunity to create your own business hours and work your schedule around your existing priorities and responsibilities.

Be Your Own Boss and Work from Home

In direct sales, you work for yourself and don't have to answer to anyone. You have the support and encouragement of many others, including your company, but you have the ability to choose when you

want to work.

You also have the opportunity to schedule vacations, take off special holidays, attend special events with your family, and participate in community events. Ultimately, you can spend your time in the areas that matter most to you.

Working from home has many benefits, including saving on expenses related to working outside the home. You can wear whatever you want to "work" — though I do find that people who get dressed and ready for their day are more productive (see Chapter 8 where I discuss the importance of dressing for success). You can work wherever you want, whenever you want. Working from home allows you to stay on top of household responsibilities and run errands at times that suit you.

Because you're in charge of your success and of how much you want to work, you can give yourself a pay raise whenever you choose.

Foster Friendships and Relationships

When you join direct sales, you suddenly have a whole new group of like-minded friends who share some of the same interests as you. When you move to a new area, it's a great way to meet a new group of friends.

In addition to the friendship, you get support from your team and from your company. In direct sales, your colleagues want to see you succeed and encourage you to do so. Your promotion within your company isn't at the expense of someone else, because there's enough room for everyone to achieve success. Representatives have the ability to grow at their own pace and create their own definition of success. All this adds up to a friendly and supportive community not only within your company, but within the industry as a whole.

Receive Incentives and Recognition

Everyone loves recognition. In fact, many surveys show that the number-one thing people value in a job — above income — is being recognized and appreciated for a job well done.

In direct sales, you're continually being recognized for your

achievements, from the smallest shout-outs on your Facebook page to the product rewards in your new consultant rewards program — plus the many ongoing programs throughout the year. There's nothing better than being recognized by your company and your peers.

Incentives can be an incredible way for you to receive and experience things that you wouldn't otherwise have had the chance to. Special electronic devices, jewelry, accessories, and all-expenses-paid vacations to desirable locations all over the world are all things you can achieve with your company, just for working your business.

Develop Business Skills

Your direct sales business will help you develop and learn many different business skills that you can use in all areas of your life. This is especially true for the college student as well as those individuals dreaming of owning their own business. There's no better training for someone looking to develop multiple skill sets, such as the following (I include chapter cross-references where you can read more information:

- Time management (see Chapter 5)
- Organization (see Chapter 5)
- Presentation skills
- Speaking skills
- Money management (refer to Chapter 23)
- Event planning
- Effective coaching (see Chapter 20)
- Sales techniques
- Customer service (see Chapter 17)

Experience Personal Growth

Many people experience a surge of self-confidence through their business. You can see them transform before your eyes.

People who couldn't talk in front of others are now comfortable with public speaking. People who were afraid to venture from home can

now travel anywhere. And people who often shied away from team situations are now moving into leadership roles. Many reps have told me they've even been promoted in their day jobs because their manager or employer saw such a positive change in them.

Increased self-esteem, believing in yourself, patience, empathy, and being an encourager of others are all positive changes people see through direct sales. Your direct sales business can help you become more well read and well traveled through the many incentive trips you can earn. All this allows you to connect, engage, and increase your circle of influence.

Find Mentorship

Being a mentor and having a mentor are two of the greatest benefits you can enjoy in life. Sometimes knowing where to find a mentor or how to be a mentor to someone else can be difficult, but it's a natural fit in direct sales.

Your upline leader or sponsor many times will become a great mentor to you, and you'll learn things not only about your business but also about yourself. As you build relationships, you'll find that you'll have many different mentors. And because of the friendships you build, you'll receive mentoring on a variety of topics other than just business.



REMEMBER Many people have been where you are and have gone where you want to go. As you build a team, you'll become a mentor to others, which is very rewarding and can in fact mean as much to your life as the income you generate. Knowing you made a difference and had an impact on another person's life is priceless.

Get a Discount on Products

For many people, being able to purchase product at a discounted price is a big benefit — especially if it's a consumable product that you use on a regular basis. For others, direct sales is a way to get all the things they want over a period of time at a discounted price. If you really love a product, it only seems natural that you'll share it with others. This

gives you the opportunity to earn some income at the same time.

You'll also be privy to all the newest products on the market before other customers are, which is a huge plus for people who like to stay ahead of trends and be the first to get their hands on the hottest new product.

Take Advantage of Tax Benefits

Having a home-based business or being in business for yourself comes with some tax benefits and is also a great way to keep more of your money throughout the year. Seek out a professional who has experience with direct sales and can assist you with any specific tax-related questions. You can enjoy deductions on things like the following:

- Automobile
- Business supplies
- Percentage of mortgage or rent
- Personal development
- Trips related to your business
- Utilities, including cell phone

Chapter 25

Ten Mistakes to Avoid

IN THIS CHAPTER

- **Understanding the most common mistakes direct sellers make**
- **Discovering how to overcome common challenges**

This chapter covers ten key mistakes that every direct seller should avoid in their business.

Failing to Launch

One of the biggest mistakes is failure to launch. No matter how you do your business, having a launch event where you invite others to learn more about what you're doing is a great way to get started.



TIP During your first 30 days, I suggest starting with four to six parties or events. People who start with only a few events on their calendar end up with no business or slow business. Without the momentum that comes with a solid launch schedule, it's common to feel unsuccessful or lose enthusiasm for your business.

Schedule your launch right away, within 21 days of starting your new business. I recommend that you do one to two in-person events and one to two online events. Offer multiple days so you can include everyone. Your launch event is the perfect way to start your new business. At this event you'll be able to act as both representative and host, earning commission as well as host benefits from your event sales. A launch

event introduces your product to your friends and family and gives you the opportunity to book future events for them.

Announce your new business to others on social media through posts, your kit unboxing video, and some of your favorite product videos, as well as why you chose this business.

Having Fear of Rejection

So many people are afraid to hear the word "no" that it paralyzes them. They're unwilling to get out of their comfort zone and ask for help, the sale, or for referrals. I believe this comes from a lack of self-confidence — which is really only gained by *just doing it.*

The reality is you will get no's. It's just part of the sales process. Don't take it personally. Sometimes a no just means *not right now.*

There is also the fear of appearing to be too salesy or pushy. Focusing on service instead of sales can help keep your conversations with your customers genuine and authentic.



TIP To overcome the fear of rejection, you need to consistently reaffirm your belief in your company, your product, and in yourself.

Failing to Set Goals

Setting goals is one of the key ingredients to success. When people have no idea what they want or where they want to be, it can be difficult or even impossible to keep moving forward. The fear of failure or what other people think is often what holds people back from setting simple goals. Chapter 5 discusses ways to set realistic goals.

Many also feel that a goal has to be huge for them to feel validated by themselves and others. In fact, the small benchmarks are what lead people to the bigger desires they want in life.



REMEMBER Even if you don't hit your goal, you're further ahead than where you started.

Lacking Commitment and Persistence

Not staying committed or quitting too soon is another mistake that many new direct sellers make. Representatives often feel discouraged when they miss a benchmark they set for themselves. They lose drive for their business when they realize that, just like any business, a direct sales business takes time. A large percentage of people do direct sales part time or for additional income for their families, so when they don't see success overnight, they get discouraged and are more likely to quit. It's important to keep going.

Maybe the first few people they ask aren't interested in hosting an event or signing up for an autoship. Maybe no one shows up to their launch event. Sometimes a friend at work might say, "I tried that once, but didn't want to keep pressuring my friends." Suddenly your excitement about how this was going to change your life changes to justifying why it might not be a good idea.



REMEMBER It's unfortunate that many people talk themselves out of the business before it even starts. That's why being committed is so important. To get the results you desire from your business, you *must* be committed to giving your business the time and attitude it deserves.

Like any new job, you're going to feel uncomfortable at certain times. When that happens, some people quit because they think another product line will be easier to sell. Instead of chasing the next shiny new object, give your business time. It's not going to happen overnight. If you want results, you have to stick with it. Commitment is key.

Prejudging Customers and Prospects

In business, it's important not prejudge anyone. Often, people decide how much someone will spend or whether someone will be a fit for the business without ever offering them the opportunity. They assume that people won't want to do business with them, buy their products, or have enough time to host an event.



REMEMBER You have to put your preconceived ideas about people aside and offer your products and opportunity to everyone. Let people decide for themselves what they want and don't want. You can't know what is in someone's checking account or heart simply by looking at them.

Always offer your products and services to everyone. Don't be afraid to hear no. The more no's you get means a yes is just around the corner.

Not Treating Your Business like a Business

Your direct sales business is just that — a business — and you need to treat it like one. You must set office hours, determine the days you want to work, and be consistent. You must always have proper business supplies so that you're ready for business when it comes.



REMEMBER People expect certain things from businesses they interact with — such as your hair salon, bank, grocery store, and so on — and your customers should expect certain things from you as well.

To be successful, you must not only treat your business like a business, you also must be consistent with it. Set a consistent work schedule,

maintain your calendar, and consistently work on your Power Hour (see Chapter 5 for more). Use the Power Hour system two to three times a week to keep up with the important income-producing activities of your business.

Stay on top of your social media channels. When someone visits a Facebook Business Page only to find the business hasn't posted in days or weeks, it doesn't look great. It looks like the business or individual is lazy or inconsistent — or worse, out of business entirely. Part 4 discusses how you can create a social media strategy and stick to it.

Know your numbers — your commission, what you've sold, and what your team has sold. Be aware of whether you and your team are hitting the targets and meeting the goals you've set. Recognize how far away you are from your next promotion as well as how far those on your team are from theirs.

Lacking Focus

When you're in business for yourself and work from home, getting distracted can be easy. Being self-employed can be challenging for people who have only ever worked a nine-to-five job.

Work on balancing life and work, and be present in whatever it is that you're doing. If you want to spend time with your family, then mark the time off and be present in that moment. If you want to work on your business, then spend time on income-producing activities, away from all distractions.

Some people join multiple direct sales companies. In my training, I always stress how you can't chase two rabbits at the same time. You need to find one company you want to get serious about and build a successful business with.



REMEMBER Signing up with an additional company to get products at a discount, or share with a few friends and family, is fine. But if you want to be successful in this industry, focus on building only one business.

Skipping Training and Development

Personal development and growth are essential. You always need to remain a student and learn as much as you can.

Too many people either think they know all the answers without having any experience — or they're too afraid to ask for help. I also see that many people don't want to invest in any kind of training.

Take advantage of training. It's usually free, or at least very affordable. Dedicate time in your week to your development. Listen to podcasts, read books, watch webinars, and learn from others who have already traveled your road.



REMEMBER Stay in the mindset of learning because as long as you're learning, you're growing.

Neglecting Business Relationships

Building strong relationships requires time and commitment. Many representatives don't take the time to connect with their customers, hosts, and team members.



REMEMBER Think ROR: *return on relationships.* This business phrase is being used more and more by companies because they're finding that customer relationships are proving to be better at creating brand ambassadors and loyal customers than traditional advertising.

Another relationship that is important to build is the one with your upline leader. Your leaders want to see you succeed, and yet I hear from leaders all the time that they can't get their team members to answer their phones or return any messages. They also find they don't

attend meetings and don't engage. Creating and maintaining a relationship with your leader is important to your overall success. Let them help you. Tap into them for their knowledge and expertise.

Depending on Friends and Family for Too Long

One mistake many representatives make is that they focus only on their friends and family and eventually exhaust their customer base. In the beginning, family and friends either purchase products at your launch event or agree to host an event for you. It's the friends of your friends, and their friends, who are going to grow your business and expand your circle of influence.



REMEMBER A successful party or event isn't based on just what you achieve in sales. A successful event is one that has average to above average sales, recruit leads, *and* new bookings or appointments for your calendar.

Always think about these five words: *who do you know who …?* A friend or family member may know someone who would love your products or services. *Always* ask for referrals from people and focus on booking new events to expand your circle.



TIP Filling your calendar with events, appointments, and parties is vital to your success. A full calendar is a healthy calendar. Chapter 13 discusses ways you can book your calendar.

A leader I know at one company ran into this problem at the beginning of her cosmetics business. The first thing she did was write down 100 names of people that she knew who might be interested in the product. I suggest everyone do the same — create a lead notebook. However, she only focused on sales, not bookings. Within a few days, she had sold $1,500 worth of products to her family and friends by showcasing the company's most popular product. When she realized she had

exhausted her family and friends, she realized she didn't have anywhere to move forward. Instead of contacting 100 people to purchase one item, she would have been better off contacting 20 people to book an event. That would have resulted in higher sales for her, as well as a large booking chain moving forward.



REMEMBER Your family and friends are usually the first people who will help you with your business, but they're not the ones who will take your business to the next level. Always be on the lookout for your next recruit, host, and customer.

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About the Author

Belinda Ellsworth is the premier motivational speaker, sales trainer, best-selling author, and expert for the direct sales industry. She has trained thousands of independent sales representatives, managers, and executives and has worked with more than 200 different direct sales companies. With more than 35 years of experience, Belinda is recognized among her peers throughout the direct sales industry and was the recipient of the 2015 DSA Ethos Partnership Award, given by the Direct Selling Association for her contribution and expertise within the industry. She's also the host of the *Work from Your Happy Place* podcast, promoted by iHeart Radio, which falls within the top 10 percent of all podcasts.

Dedication

To those who have mentored me throughout the years and to the thousands I've had the privilege of mentoring, thank you for sharing all of your success stories. To each and every person who has a dream of making their life better through this amazing industry, it has always been and remains my goal to bring you the best tools to make that dream a reality.

Author's Acknowledgments

I want to thank my family for their love and encouragement in all that I do and for their patience while I was completing this book. Thanks to my husband for all his technical support.

Thanks to Julie Kick, who offered her expertise, Lindsay Tompkins for her work on the original manuscript, and Melanie Moore for her revisions in the social media chapters. A special thanks to Chelsey Marie Clark for her updates and relevant additions to the social media sections. Also, a shout-out to Michele Zito for her helpful insight.

I appreciate your many years of dedication to the industry.

A very special thanks to Robin Sacks who not only helped with the writing of this book but also helped me keep my sanity through a stressful yet rewarding process. Thank you for being my rock.

Thanks to my team at Step Into Success for your hard work and dedication, which allows me to do what I love best — teach others to succeed.

I especially want to thank the team at John Wiley & Sons, Inc., for giving me this amazing opportunity and for their dedication in bringing quality work to readers. Special thanks to Kelsey Baird, acquisitions editor, and Chad Sievers, my amazing editor. Thank you for making this an incredible learning experience.

Thanks to Jenna Lang, our technical editor, for the time, effort, and authenticity she brought to this book.

Finally, thank you to my other direct sales friends who offered an ear and advice when needed.

Publisher's Acknowledgments

Acquisitions Editor: Kelsey Baird

Editor: Chad R. Sievers

Technical Editor: Jenna Lang Warford

Production Editor: Pradesh Kumar

Cover Image: © martin-dm/Getty Images

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